The Politics of Digital Platforms

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Abstract of Dissertation

The Politics of Digital Platforms

This dissertation explores how digital technology is creating new institutional forms that empower new actors and establish new venues of conflict and cooperation. Much existing work assumes that digital platforms are internally apolitical spaces whose actions and outputs can primarily be understood through their interactions with external actors, such as states, businesses, and international organizations. My dissertation, in contrast, shows that there is an important internal politics on digital platforms whereby users can profoundly shape the institutional characteristics of the platform, the success of the platform, and the external impact of the platform. I show how and why Wikipedia transformed from a dubious source of information in its early years to an increasingly reliable source over time. I explain this transformation with a novel theory of endogenous institutional change through population loss: losers in institutional conflicts become demotivated and leave the institution, thus giving their adversaries the ability to change the institution over time. The dissertation also investigates under what conditions states, businesses, and users successfully pressure digital platforms to change policies and content, finding that platforms are highly sensitive to the demands of users early in a platform's life due to the threat of user revolts. Unless users alter the institutional architecture of the platform and lock in pro-user institutional characteristics early, the threat of user revolts becomes less consequential as the platform grows. As the platform increases the size and centrality of its network, it becomes more sensitive to pressures by businesses (through boycotts) and the state (through regulation).

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Chapter 1: Introduction

This dissertation is broadly concerned with the politics of digital platform organizations. In the last few decades, digital platforms have become ever-present in our daily lives, profoundly shaping markets, politics, and culture. The fastest-growing and most valuable companies in the world are digital platform companies. Work, education and leisure are increasingly conducted through or with the help of smartphones, computers and other devices. We increasingly interact with friends, family and coworkers through platforms. The information and goods we consume are frequently disseminated to us through platforms. They are not just on our desktop computers in our offices, but also on our wrists, pockets, and walls.

Digital platform organizations are consequential in both domestic and world politics. In contrast to much existing work, I show that the content of digital platforms is profoundly shaped by the internal politics of the platforms. Most existing work on digital platforms, in particular in Political Science, assumes that digital platforms are internally apolitical or ungoverned spaces. Additionally, existing work seeks to understand the outputs of digital platforms as being strongly shaped by the digital platform's interactions with external actors, such as states, businesses, and international organizations. I show that the output of platforms can be strongly shaped by internal politics, as users can restrain the platform's management, as well as alter the institutional architecture of the platform.

In chapter 2, I review existing literature on digital platforms in political science and other disciplines.[1] My review indicates that there is a neglect of what happens within digital platform organizations, in particular a neglect of what users do and want, and how those

[1] The section "Limits and Opportunities in Using Institutional Theory to Study Digital Platforms" of the chapter reproduce content from Steinsson (2024).

internal actions profoundly shape the institutional characteristics of the platform, the success of the platform and the external impact of the platform. Assumptions that platforms are unitary actors whose actions are primarily understood through their interaction with external actors do not necessarily hold.

In chapter 3, I explore how Wikipedia, one of the most influential websites in the world, transformed endogenously.[2] The chapter demonstrates how there is an internal politics on Wikipedia that profoundly affects the output of the institution, as well as the very governance structures of the platform. Furthermore, this chapter contributes to the institutions literature by showing theoretically and empirically that institutional change can occur solely endogenously.

More specifically, I explore how Wikipedia, a crowdsourced encyclopedia, became one of the most important and authoritative institutions in the political information ecosystem. When created in the 2000s, Wikipedia was considered unreliable. Twenty years later, its content has become widely used and accepted, giving the platform power to provide authoritative knowledge. For example, the website regularly declares whether something is a fact or falsehood, science or pseudoscience, or good or bad. World leaders can be described as dictators or democrats, politicians' scandals covered up or highlighted, and discourse can be framed as fact-based and reasoned or bigoted and extremist. How did it come to hold this kind of power? I show how and why Wikipedia's norms and rules transformed from a strict "teach the controversy" approach to one where Wikipedia takes firm sides on contested subjects. Under its initial rules, Wikipedia normalized and lent credence to pseudoscience, conspiracy theories, and fringe rhetoric; the organization and

[2] Chapter 3 and Appendix A reproduce content from Steinsson (2024).

its rules have since changed. This happened gradually, as Wikipedia increasingly fact-checked and delegitimized fringe content in the late 2000s and 2010s.

I explain this transformation with a new mechanism of endogenous institutional change: population loss. Through a qualitative content analysis of Wikipedia's content and an investigation of Wikipedia's archives, I show that editors on the losing side of early content disputes exited Wikipedia at higher rates than the winners of those disputes. This left Wikipedia increasingly in the control of a certain type of editor population and removed a type of editor population that could have vetoed drastic institutional changes. Over time, the remaining Wikipedia population was able to enact drastic institutional changes that conflicted substantially with how the Wikipedia population understood the rules in the early 2000s. For example, under the old rules, Wikipedia portrayed climate change as a contested issue between scientists and deniers, but by 2020, it firmly emphasized the strength of evidence for climate change and described the errors of climate change deniers.

The chapter uses the under-studied politics of Wikipedia as a lens through which to examine theories of institutional change. It has two major contributions. One is theoretical, demonstrating how population loss can be an endogenous mechanism of institutional change. Losses in institutional clashes can be demoralizing and inhibiting for the losers, leading them to abandon the institution and leaving the institution in the hands of their adversaries. The winners subsequently have freer rein to push for changes in the institution. This form of change may potentially have explanatory value regarding the trajectories of bureaucracies, political movements, political parties and professions, as discontented losers within those institutions opt to leave their institution rather than fight an uphill battle against empowered and emboldened winners.

The other contribution is empirical, as the chapter provides a comprehensive study of the politics of Wikipedia, a highly consequential organization in the online political information eco-system. The chapter documents a heretofore undocumented transformation in Wikipedia's content over its lifespan. While scholars and commentators have remarked in recent years on Wikipedia's status as a beacon of information in an online space plagued by misinformation, there is no comprehensive analysis of a transformation over Wikipedia's lifespan.

In chapter 4, I provide a theory for the varied control of users, states, and businesses over digital platforms. The chapter explores power dynamics on prominent digital platforms. It asks: under what conditions can states, businesses, and users successfully pressure digital content platforms to change policies and content? Drawing from historical institutionalist theory, I propose that timing, sequencing, and path dependence play key roles in the organizational characteristics of digital platforms and their responsiveness to pressure. Through comparative case studies of Facebook, Wikipedia, Digg, and Reddit, I show that platform operators are highly sensitive to the demands of users early in the life of platform. Thus, in early days, users have opportunities to directly shape the institutional characteristics of the platform.

The power of users attenuates as the platform grows and becomes a more central node in the larger platform economy. When a platform becomes dominant in its space, users face considerable costs in collectively migrating to a different platform. At the same time, when the platform becomes more societally consequential, external actors increasingly try to pressure the platform through boycotts and government intervention. Users, who were once able to exert considerable direct pressure on platform operators, also

to try to pressure platforms through these intermediaries (businesses and states). The threat of user revolts has a temporal significance. Unless users lock in a pro-user organizational architecture early, the threat of user revolts becomes less consequential as the platform grows.

The chapter shows under what circumstances platforms show responsiveness to users and how user power can fundamentally transform the institutional architecture of platforms, with implications for the kinds of content that platforms produce. In contrast to some existing work, I show that digital platforms are highly responsive to user grievances and demands under certain circumstances. Models of platform governance that assume that digital platforms only make decisions in response to external market pressures or under the threat of government regulation miss out on the important role that platform users can play.

In the concluding chapter, I summarize the main findings of this dissertation, as well as discuss how scholars can build on these findings in future work.

Chapter 2: Literature Review

This chapter reviews scholarship on digital platform organizations in Political Science and other social sciences. The goal of the chapter is to establish the key concepts and theoretical frameworks of the literature in digital platforms. These concepts and theories provide necessary context for the subsequent chapters in the dissertation. The chapter starts with a discussion of key concepts in the literature. This entails defining digital platforms and explaining the logic of network effects that underpins the digital platform model of organization. I then show how political scientists and other social scientists have studied digital platforms.

In critically reviewing the existing scholarship, I advance two main arguments. First, existing scholarship primarily focuses on the interactions of digital platform organizations with external actors, such as states, businesses and society at large. The focus is primarily on the implications of platforms for the broader economy (e.g. competition, labor, economic inequality) and politics (e.g. diffusing ideas), which motivate attempts by the external actors to regulate the platforms or motivate discussions by scholars of how states can regulate platforms. There is very little focus on the internal political dynamics of digital platform organizations, which leads scholars to ignore the potential of platform users to alter the institutional architecture and outputs of platforms.

Second, to what extent attention is paid to the internal dynamics of platforms, scholars frequently portray the insides of digital platforms as distinctly apolitical, unhierarchical, ungoverned hands-off spaces. As I demonstrate in subsequent chapters, the conventional wisdom is wrong: platforms are characterized internally by conflicts and

exertions of power; they have hierarchical systems of governance; and are fundamentally political systems in their own right.

Finally, I explain the limits and opportunities in using institutional theory to understand digital platforms. While existing institutional theories show promise in explaining digital platform organizations, I show that there is a bias in the literature whereby scholars tend to attribute institutional change to exogenous factors. In the other chapters, I demonstrate how endogenous factors can contribute to meaningful institutional change. In Chapter 3, I use the case of Wikipedia to create a new theory of endogenous institutional change where the key mechanism is population loss. In Chapter 4, I show how users can hold platform management accountable in the early life of platforms through the threat of user revolt and user exit. These early revolts can possibly lock in institutional architectures that retain user power in the long run.

Key Concepts

Digital Platforms

This section starts with my definition of digital platforms, followed by a discussion of other definitions in the existing literature. This discussion is followed by an elaboration of the network effect logic that underpins the organizational model of digital platforms. It is this network effect that make platform organizations so distinct from other organizational forms.

I define digital platforms as organizational forms enabled by digital technology that comprise a core (or intermediary) that enables add-ons and complementarities (in a technological sense), connect different actors (in a market sense), and engage in

governance over the actors and the add-ons (in a political sense).[3] In a technological sense, platforms are "non-living" blocks of technology that enable add-ons and complementarities: there is a "core" platform and a "periphery" of add-ons. The platform is an intermediary that enables individuals and groups to interact. These interactions can be through a marketplace connecting buyers and sellers, or more broadly a forum where individuals communicate with each other and observe the communications of others.

Regardless of whether we consider platforms as foundations for computer engineers to build applications, marketplaces that bring buyers and sellers together, or digital public squares, the platforms are political institutions that engage in governance over the actors who use the platforms. The platforms set and enforce rules governing how actors use platform functions and how actor contributions are integrated to the platforms. They determine what kinds of applications, merchandise, and speech are allowed. They coordinate the nature of contributions by peripheral actors: the platforms set rules on what kinds of content can be contributed and forces diverse sets of contributions into a standardized form.

Key characteristics of platforms are that they reduce frictions in the market, reduce transaction costs, coordinate actions through modular compartmentalization of tasks, solve tasks through a large and diverse number of participants, and become more valuable through "cross-side network effects" (Parker and Van Alstyne 2012; Evans and Gawer 2016; Asadullah et al. 2018; McAfee and Brynjolfsson 2017; Shapiro and Varian 1999; Evans and Schmalensee 2016). The platforms are multi-sided, as there are varied sides on the platform, such as sellers and buyers, viewers and advertisers, and readers and

[3] This definition comprises various elements present in definitions by Gawer (2014), Parker and Van Alstyne (2012), De Reuver et al. (2018), and Hein et al. (2020).

commenters. Platforms are characterized by profound network effects whereby a greater number of participants on one side makes the platform more valuable to those on the other side. For example, more customers on a ride-sharing app make the app more desirable to potential ride-share drivers (and vice versa).

Digital platforms comprise diverse enterprises, systems of ownership, value-creating mechanisms, levels of hierarchical relationships, and levels of autonomy of complementors. Platforms differ in the legality of the service they provide (e.g., Spotify vs. Pirate Bay), their profit-seeking status (e.g., Microsoft vs. Linux), the emphasis they place on traditional intellectual property rights or open-source ethos (e.g., Stata vs. R), the openness of their governance structures (e.g., Wikipedia vs. Facebook), and the costs paid by users (e.g. YouTube vs. Netflix). Platforms can be physical asset heavy (e.g. GE has substantial physical assets but also platform applications) or physical asset light (e.g. Airbnb).

The definition I have outlined and fleshed out in the aforementioned paragraphs seeks to capture a new type of organizational form that the existing literature has struggled to clearly define. My definition tries to capture a lot of the essential elements from the existing literature while omitting tangential and vague elements. A common theme in a lot of works on "digital platforms" is that the concept lacks a consistent definition (Gillespie 2010; Asadullah et al. 2018; Kenney and Zysman 2016). For example, Kenney and Zysman (2016) write, "there is not yet a clear definition of digital platforms that allows us to specify precisely what is in and out of the category." In a 2019 report warning of the power of digital platform companies, the Stigler Center opted not to even define digital platforms, saying simply "the term… lacks a consistent definition."

Many definitions are vague, merely characterizing platforms as a core organization that ties peripheral actors and organizations together and very generally create value (e.g. Gawer 2014; Constantinides et al. 2018; Kenney and Zysman 2020).[4] Most of the existing definitions usually have two components: A noun for what a platform *is*, and a verb for what a platform *does*. Different fields tend to conceptualize platforms differently, both in terms of what platforms are and what platforms do.

First, information science scholars and computer scientists tend to emphasize the technological "non-living" aspect: a platform is a foundation, core, mechanism, set of components, technology, block, codebase, software/hardware, or nexus (De Reuver et al. 2018, Parker and Van Alstyne 2012, Hein et al. 2020). Second, economists tend to characterize the platform as a market, business, business model or a core that enables market transactions (Rochet and Tirole 2003; Tirole 2023; McAfee and Brynjolfsson 2017; Gaudin and White 2021; Evans and Schmalensee 2016). Third, a smaller interdisciplinary literature tends to see platforms as a unique "organizational form".

In terms of what platforms *do*, information science scholars and computer scientists tend to emphasize how platforms enable "add-ons" and "complementarities". In other words, platforms provide the foundation upon which actors can organize innovations so that they complement each other (Gawer 2014). Second, economists tend to emphasize

[4] Gawer (2014) writes, "platforms can be usefully conceptualized as evolving organizations or meta-organizations that: (1) federate and coordinate constitutive agents who can innovate and compete; (2) create value by generating and harnessing economies of scope in supply or/and in demand; and (3) entail a modular technological architecture composed of a core and a periphery. In support of this conceptualization, a classification system is presented, indicating that technological platforms appear in a variety of organizational forms: within firms, across supply chains, and across industry innovation ecosystems." Saadatmand et al (2019) write, "Digital platforms are an organizational form made up of a technological architecture and governance mechanisms for managing autonomous complementors. A platform's success depends on their engagement in value creation and capture." Kenney and Zysman (2020) write, "Platforms are a new organisational form based on a relationship between the platform and the ecosystem of firms dependent on the platform and users who interact and transact through it."

how platforms "connect" different actors (e.g. sellers and buyers) and create "markets" (some economists say that platforms *are* markets) (Rochet and Tirole 2003; Tirole 2003; McAfee and Brynjolfsson 2017; Gaudin and White 2021). Economists frequently liken platforms to "match-makers", as they match users with different needs to one another (Evans and Schmalensee 2016). Third, the interdisciplinary organization-oriented literature tends to see platforms as organizational forms that engage in "governance" over actors who use the platforms (Gillespie 2018; Weber 2004).

Network Effects

Consistent with other research on digital platforms, I argue that the value of a platform lies primarily in its *network*, not in the quality of the platform's goods and services *per se*. The network logic that underpins digital platforms makes them unique from most other forms of organizations. Thus, unlike other firms, platforms seek large network size, even at a disadvantage to short- and medium-term profitability. The viability of a platform depends on its ability to accumulate a sizable userbase and leverage the size of that userbase to accomplish the goals that the platform sets out to achieve. These goals may or may not be profit-related—Wikipedia and Linux, for example, are organized as nonprofits, while others like Facebook and Genius.com are for-profit corporations. The value of the platform is tied to the larger network of actors who have considerable autonomy and contribute value to the platform. The more users that join a platform, the greater the value of the data that can be harvested (Rahman and Thelen 2019; Weymouth 2023); the more consumers use a platform, the greater the value of the platform to sellers (Rochet and Tirole 2003; Tirole 2023; McAfee and Brynjolfsson 2017); and the more contributors to a collaborative

project, the better the project will be (Weber 2004; Benkler 2002). Thus, an inherent dynamic of self-reinforcing growth characterizes the platform model.

As network size increases, a platform becomes more stable and secure, as it can derive benefits from its prominent position in an online system, economies of scale, and positive feedback effects. Once an organization grows to the size of a Google, Facebook, Reddit, or Wikipedia, it becomes exceedingly difficult for challengers in the same field to compete and provide equivalent services (Rahman and Thelen 2019; Weymouth 2023). It is this profound network effect that makes platform companies so distinct and why traditional understandings of monopolies are inappropriate to measure the power of platform companies (Rahman and Thelen 2019; Tirole 2023; Weymouth 2023). The power of these companies is not necessarily measured by their market size but by the centrality and size of their network in a larger online ecosystem.[5] Once a platform achieves size and centrality in the ecosystem, the platform exerts considerable power over rival traditional businesses, as well as other digital platforms, as they come to depend on the central platform in order to operate (Atal 2021). Due to their distinct organizational forms, platforms have different kinds of governance mechanisms than markets (which creates problems for regulators vis-a-vis platforms), hierarchies (which creates problems for organized labor vis-a-vis platforms), and networks (which makes it harder for challengers to compete with sizable platforms) (Vallas and Schor 2020). Thus, there are considerable

[5] A traditional anti-trust case would consider whether the size of a firm adversely affects the prices for consumers and whether the firm's size is substantial enough to deter market entry of new firms. This logic does not work as well in a two-sided market, as the growth of firms like Google and Facebook does not lead to price increases for the users of the platforms (who use the platforms for free) (Rahman and Thelen 2019; Tirole 2023).

first-mover advantages and winner-take-all dynamics in the digital economy and digital public sphere.[6]

The logic underpinning for-profit platforms, as well as non-profit platforms such as Wikipedia, is that one side of the "market" (usually "readers," "viewers," and "consumers") must be attracted to the platform for the platform to be worthwhile to the other side of the "market" (usually "advertisers," "sellers," and "volunteer contributors"). This means that platforms go to great lengths to appease one side of the market, such as providing free services to regular users (e.g. Facebook), enticing influential users to join and remain on the platform (e.g. giving monetary rewards to content creators on YouTube, Snapchat, and TikTok), and implementing governance rules that make the platform attractive to users (e.g. prohibitions on offensive content).

This logic leads many digital platforms to offer their services to users for free (Fourcade and Kluttz 2020; McAfee and Brynjolfsson 2017; Rahman and Thelen 2019; Evans and Schmalensee 2016). For example, the more people use Google, the better its services to users and advertisers will be. Zuboff (2020, 68) describes this feedback effect as follows, "Search needed people to learn from, and people needed Search to learn from. This symbiosis enabled Google's algorithms to learn and produce ever-more relevant and comprehensive search results. More queries meant more learning; more learning produced more relevance. More relevance meant more searches and more users." This feedback

[6] Monopolies and duopolies are rife in the digital platform economy. Two digital platforms capture almost 85% of the internet browser market share, 80% of desktop operating systems, 99% of mobile operating system software, over half of the cloud computing market, 90% of the global email, and around half of the global domain name market, while a single digital platform captures 84% of global search (Farrell and Berjon 2024).

effect was essential to Google becoming dominant among search engines (Zuboff 2020, Ch. 3).

Economists refer to these markets as "two-sided" or "multi-sided," as the platform is an intermediary that simultaneously serves multiple actors. A strictly one-sided organization, such as a standard grocery store, buys a good and sells it to customers (Evans and Schmalensee 2016). A two-sided platform however acts as an intermediary between two distinct groups of platform participants (for example, consumers and sellers) whose participation on the platform provide each other with benefits. In a strictly two-sided market, the more potential consumers exist on one side of the market, the more valuable the platform becomes to potential sellers on the other side of the market (Rochet and Tirole 2003; Tirole 2020). In a multi-sided platform, multiple distinct groups of participants provide benefits to other participant groups (see Evans and Schmalensee 2016).

As a platform becomes more valuable to users, it can be harder for users to exit the platform. In the case of Facebook, it is difficult for the users to migrate to other platforms that provide an equivalent service due to collective action and coordination problems. This means that users who disapprove of Facebook's policies and dislike many of its features may remain on the platform because they are unable to coordinate the departure of their friends to a different platform. An internal 2011 Facebook survey of users found that users of the recently created competitor Google+ had "a hard time convincing their friends to participate because 1/thereisn't [sic] yet a meaningful differentiator from Facebook and 2/ switching costs would be high due to friend density on Facebook" (States v. Facebook 2020, 15). In the case of Wikipedia, users who disapprove of aspects of the encyclopedia could in theory "fork" the entire encyclopedia and set up a new version. However, it is

extremely unlikely to be a successful endeavor, as the forkers would not have (i) the large userbase to update the encyclopedia; (ii) the prominent position that Wikipedia has in the online ecosystem (such as its deep incorporation into Google's search feature); and (iii) large readership. It is not impossible for challengers to these platforms to succeed. Challenges just get exponentially difficult as the platforms increase in size.

It bears mentioning that these are ideal types of organizational forms. Platforms are not unique in their roles as nodes and intermediaries between actors. That is after all what traditional firms in the Coasean perspective do: they serve as nodes between multiple actors to efficiently produce products from their combined efforts (Coase 1937). Network effects have been applied by a wide range of scholars to all kinds of non-digital organizational forms (Granovetter 1985; Powell 1990; Burt 2004; Pfeffer and Salancik 1978; Hannan and Freeman 1977; Grynaviski 2015), as they conceptualize those organizations as being embedded in networks where they position themselves to extract resources from their environment. However, what makes platforms unique is the extreme nature of network effects.[7] There is a substantial difference in intensity of network effects for platform organizations than for other organizational forms.

The Politics of Digital Platforms

In this section, I review existing research on the politics of digital platform organizations. My review shows that the overwhelming focus of scholarly attention is on interactions between digital platforms and external actors, such as states, businesses and society at large. The focus is primarily on understanding the societal and economic implications stemming from the output of platforms, which in turn prompts debates about

[7] As Parker and Van Alstyne (2012) note, platforms "do not have standard linear supply chains. These are not one-off products but are rather ecosystems with many cross-dependencies."

outside actors pressuring the platforms or attempting to regulate them. Very little attention is on the internal politics of digital platforms. This is particularly the case in Political Science where most of the scant coverage of digital technology focuses on how platforms are transforming political economy, usage of digital technology by or against states, and the role of digital technology in altering political, scientific and cultural discourse. In terms of scholarship on the internal dynamics of digital platform organizations, most of it suggests a story whereby platforms are internally apolitical, unhierarchical, ungoverned spaces that only adopt governance structures in response to external pressure.

The External Politics of Platforms

Despite the prominence of digital platforms in everyday life and their increasing political salience, [8] political science research has not yet adequately addressed digital platforms. Information scientists, economists, sociologists, and legal scholars conduct the bulk of scholarly research on digital platforms. Existing research examines platforms as unique organizational forms and increasingly important market actors. It focuses on how platforms as organizations coordinate actions by a large set of actors and the ways in which platforms are distinct political-economic actors. Still, as of 2021, per one review of the existing literature, "platform companies remain undertheorized within political economy" (Atal 2021, 336).

Even among scholars of political economy, much of the existing research emphasizes the interactions between the platform companies and "external" actors, such as

[8] Zhuravska et al. (2020). According to Bradford (2023, 3), "The power vested in these companies is so vast that it increasingly competes with the power exercised by nation states." A 2019 report by the Stigler Center (2019, 14–15) concluded that "digital platforms are uniquely powerful political actors" because of their economic power, role as a media outlet, complexity, connectivity, and ability to appeal to the national interest. These characteristics make government oversight difficult. According to the report (15), "In sum, Google and Facebook have the power of ExxonMobil, the New York Times, JPMorgan Chase, the NRA, and Boeing combined. Furthermore, all this combined power rests in the hands of just three people."

states, traditional businesses, and society at large (Rahman and Thelen 2019; Culpepper and Thelen 2019; Weymouth 2023), with a particular focus on the implications of platforms for these other actors. Among scholars who emphasize that platforms are *political*, the focus is typically only on the external politics of platforms.[9] These debates tend to focus on regulatory debates and clashes between governments, society and platform organizations (Bradford 2023; Rahman and Thelen 2019; Culpepper and Thelen 2019). Digital platforms complicate political economy by altering the nature of competition in the marketplace, altering labor relations, and by constraining the ability of governments to tax technology companies.

Digital platform companies are vastly more mobile than traditional companies and often operate across blurred geographical boundaries, which can enable the emergence of monopolies and duopolies (Weymouth 2023). The first-mover advantages and profound network effects in the digital economy further cements the dominance of the tech giants that achieve network centrality and advantages in data collection (Weymouth 2023; Bradford 2023). The nature of the platform economy gives dominant platforms substantial power over potential rival platforms and traditional business rivals who ultimately may find themselves dependent on the platform to conduct their own business effectively (Atal 2021). In the absence of reforms to anti-trust rules, platform companies can thwart potential challenges by rival firms through asymmetric power relationships and network dominance (Atal 2021; Bradford 2023).[10] Some have characterized these dominant tech firms as akin

[9] For example, Susskind (20120, 16–19) argues that digital platforms are "hyper-political", but he only covers the external implications of platforms and clashes between platforms and other actors. In accounts such as these, there is little acknowledgment or focus on the internal politics of platforms.

[10] Just like traditional firms, platform companies can also ward off challenges from upstart firms by buying up potential rivals.

to “private governors”, as these firms establish and control bottlenecks of connection and knowledge (Srivastava 2021) and set the standards of the platform economy (Gillespie 2018; Klonick 2018; Cohen 2020; Gorwa 2019; Lehdonvirta 2022). At a fundamental level, the platforms “[transform] the way people interact, associate, and think” (Burrell and Fourcade 2021, 213).

By using new technologies that enable “gig work” and by being mobile, the digital platform companies reduce the power of labor and complicate the task of governments in maintaining and enforcing conventional labor market arrangements (Vallas and Schor 2020; Burrell and Fourcade 2021). Digital technology has in the words of Burrell and Fourcade (2021) enabled the rise of “the coding elite”, a new occupational class that extracts labor from marginalized workforces. Additionally, by virtue of their mobility, tech firms can shift their labor away from advanced economies to developing economies with lower wages (Mansfield and Rudra 2021; Weymouth 2023). More broadly, the digital revolution has connected capital in advanced economies to labor in the developing economies (Mansfield and Rudra 2021). The mobility of the digital platform companies and their unconventional business practices have made it hard for governments to tax the firms, enabling tax evasion and tax avoidance, which further advantages digital technology companies over traditional businesses (Weymouth 2023).

Scholars have also focused on the implications of digital platforms for privacy and data rights (Newman 2008; Deibert 2019; Zuboff 2020; Weymouth 2023; Wong 2023). User data can be analyzed and monetized without full user awareness or compensation. The data is vulnerable to data breaches and can also be used by the platforms or third-parties to influence the behavior of users, as users are guided to certain forms of content

and are exposed to micro-targeted advertising and political campaigning. Concerns over privacy rights and data rights have in turn prompted political controversy and in some cases, government regulation.

Concerns have also been raised about the potential of digital platforms to undermine trust in institutions, facilitate polarization, and spread extremist discourse (Benkler et al. 2018; Lupu et al. 2023). The Internet has displaced traditional gatekeepers, and contributed to the wide diffusion of conspiracy theories, pseudoscience, and extremist rhetoric. Major online platforms have been criticized for their role in monetizing, inculcating and diffusing extremism and misinformation. Some scholars have argued that this has major implications for world politics, as authoritarians can use the internet to wage successful disinformation campaigns in open liberal societies (Benkler et al. 2018; Deibert 2019; Farrell and Schneier 2019; Farrell and Newman 2021) and cement control over their own closed societies (Dragu and Lupu 2021; Gohdes 2024).

The Internal Politics of Platforms

Platform companies and non-profit platforms are rarely studied as political systems and governance systems in their own right. When focus is put on the internal political dynamics of platforms, it is often with an undue emphasis on the platforms' hands-off and libertarian approach to content, as well as optimistic and utopian visions of how collaboration occurs within platforms (Benkler 2002; Reagle 2010; Acquier 2018).[11] An example of this comes from Acquier (2018, 13) who writes "platforms convey the

[11] A notable exception to this strain of research is Gillespie (2018) who notes that regardless of the hands-off ethos held by tech entrepreneurs, most platform owners are forced into governance. Gillespie (2018, 5) writes, "Most [operators of platforms] would prefer if either the community would police itself or, even better, users never posted objectionable content. But whether they want to or not, platforms find that they must serve as settlers of norms, interpreters of laws, arbiters of taste, adjudicators of disputes, and enforces of whatever rules they choose to establish."

countercultural and libertarian values that marked the origins of the internet, and tend to promote decentralization and horizontal forms of peer-to-peer collaboration." Acquier (2018, 13–14) adds that they "are often analyzed as a field of alternative, collaborative, and democratic forms of organization" and that platforms are "de-hierarchized systems" which are "imbued with a strong post-bureaucratic flavor." Much of this discourse is presumably rooted in taking the ethoses of hacker culture and the open source movement at face value, which emphasize lack of governance and hierarchy.[12] As Carla Ilten (2014) writes, "Much of the discourse about peer-to-peer platforms still focuses on platforms that seem to meet the ideal of cyber-communism and practical anarchism – a perceived *absence* of management."

Even among political scientists who take platform users seriously, the focus is primarily on explaining how the institutional setup of different platforms affects the power of users, not on how users can alter the institutional setup of platforms (Wong 2023; Forestal 2017, 2021a, 2021b). The political science literature most attuned to the power of users is the early literature on open source, which identified forking as a key pathway to accountability and institutional innovation (Weber 2004). However, even the open source literature primarily emphasizes the hierarchy-free nature of open source collaboration (Benkler 2002; Weber 2004; Tkacz 2015).

This bias towards the peaceful and collaborative nature of open source is apparent in scholarly treatments of the most high-profile open source project: Wikipedia. The two most prominent academic works about Wikipedia are Joseph Reagle's *Good Faith Collaboration: The Culture of Wikipedia* (2010), and Dariusz Jemielniak's *Common*

[12] For more on hacker culture and the principles of the open source movement, see Levy (1984), Raymond (1999), Himanen and Torvalds (2001), Coleman (2012, 2014) and Weber (2004).

Knowledge?: An Ethnography of Wikipedia (2014). They provide starkly different portrayals of Wikipedia and its culture. Reagle's "historically informed ethnography" (2010, 9) is largely optimistic, as he emphasizes the cordial and collaborative nature of Wikipedia. He argues that a "good faith collaborative culture" exists on Wikipedia, and that this is key to its ability to produce a large coherent encyclopedia (Reagle 2010, 1). In this narrative, there is extensive trust among editors, which stems from a culture which Wikipedia's founders and early contributors instilled. He points to examples of cordial disputes between proponents and detractors of the theory of evolution, as well as Wikipedia's cordial discussions about how to respond to a concerted effort by Neo-Nazis to infiltrate the encyclopedia in the mid-2000s (Reagle 2010, Ch. 1).

However, Reagle does not provide a useful framework for understanding why contentious change happens on Wikipedia. He does not provide an account of the origins and changes in Wikipedia policies over time. He takes the rules for granted and assumes that their contents reflect how they have always been and how they have always been interpreted. Furthermore, he exaggerates the collaborative nature of Wikipedia. While it is true that a lot on Wikipedia is purely collaborative and cordial, this is because much of the editing on Wikipedia is uncontroversial. Drawing the conclusion that Wikipedia has a collaborative, consensus-oriented culture by looking at the noncontroversial editing is a flawed way to evaluate the organization. After all, the US Supreme Court has a large frequency of rulings that are 9-to-0, 8-to-1, or 7-to-2, but that does not mean the court has a collaborative, consensus-oriented culture. Reagle's narrative also pays insufficient attention to elite editors. In practice, the playing field of Wikipedia is not equal. Experienced editors are better able to maneuver through the rules, precedents, and norms

of Wikipedia to successfully get what they want. Finally, there is no explicit focus in Reagle's work on Wikipedia's content: why it produces an encyclopedia that says certain things and not other things.

Jemielniak's "longitudinal, participative ethnographic research" (2014, 1) takes a different tone than Reagle's work, possibly because of Jemielniak's extensive involvement as an editor and administrator on Wikipedia. For Jemielniak, conflict drives the development of Wikipedia articles as much as collaboration does. In his account, Wikipedia's collaborative culture is a relevant factor but so is the exertion of power through "peer and bureaucratic control" (Jemielniak 2014, 6). He accurately points out that the experience of editors is essential in terms of how content disputes between editors get resolved: more experienced editors can easily outmaneuver inexperienced editors (Jemielniak 2014, 103). Other scholarship on Wikipedia emphasizes the importance of power and enforcement in the outcomes produced by Wikipedia (Kriplean et al. 2007; Farrell and Schwartzberg 2008). Farrell and Schwartzberg (2008) correctly identify the existence of partisan networks on Wikipedia, as well as the ways in which power plays into the outcomes of Wikipedia. Farrell and Schwartzberg (2008, 361) write, "semiformal rules and procedures have sprung up in part to limit the power of recalcitrant minorities to veto change or to behave in ways that other editors perceive as irresponsible. The result is that outcomes are often the result of power struggles rather than real consensus."

In contrast to some of the existing literature, this dissertation maintains that digital platforms are highly contested internally, as the actors who own the platforms, work for the platforms, use the platforms, or are otherwise affected by the platforms seek to alter the platforms' functions for a variety of reasons. Actors contest how Facebook should treat

misinformation, how Reddit should treat hate speech, what kinds of websites Google should prioritize in search results, what kinds of recommendations YouTube should provide viewers, and how subjects should be presented on Wikipedia. Actors also contest how these platforms treat the rights of users, customers, and merchants, as well as how they treat company staff.

Limits and Opportunities in Using Institutional Theory to Study Digital Platforms[13]

Existing institutional theory provide the best starting for understanding digital platform organizations. This section reviews three prominent institutional theories which serve as guiding posts and frameworks for the subsequent chapters of this dissertation. Similarly to the existing literature on digital platform organizations, which with few exceptions does not rely on institutional theory, institutional theory also tends to attribute institutional change to exogenous factors. The expectation of the three major institutional theories (rational choice institutionalism, sociological institutionalism, and historical institutionalism) is that the main force of change on platforms is external actors, such as the state, businesses or outside norm entrepreneurs. In the chapters that follow, I show that there is much in institutional theory (in particular, historical institutionalism) which is useful in understanding digital platform organizations, but there are clear limits to the usefulness of these theories. One of the contributions of this dissertation is to use my findings on digital platforms to supplement the existing institutions literature with a new theory of endogenous institutional change.

Most scholarly works on institutions have a status quo bias, as the focus is on accounting for the persistence of institutional arrangements over time. To explain change,

[13] This section of the chapter reproduces content from Steinsson (2024).

scholars tend to look for exogenous factors. For rational choice institutionalists, institutions reflect equilibrium solutions to problems of cooperation between different actors. Such approaches assume that actors have fixed preferences and seek to maximize their utility (Calvert 1995; Shepsle 2005). These approaches examine how Pareto-optimal solutions are reached, given the distribution of power and the preferences of the actors involved (see Hall 2010). Institutions are created to solve problems of cooperation and become "rules of the game" that subsequently structure the behavior of actors (Knight 1992; Williamson 1985; North 1990; Acemoglu et al. 2005). One can divide RCI approaches into two ideal types: "rational functionalism", which sees institutional design as an equilibrium solution between actors who are trying to efficiently solve common problems, and distributive rationalism", which sees institutional design as equilibrium solutions that reflect a contestation between self-interested actors who are trying to structure the institution in their favor (Voeten 2020). In most rationalist accounts of institutions, these equilibria do not become unstable unless the external circumstances change (e.g. through alterations in power), and the appearance of new problems that require new solutions.

For sociological institutionalists, institutions reflect shared norms and understandings (Meyer and Rowan 1977; Boli and Thomas 1997).[14] Actors that compose the membership of an institution exist in a social environment where institutional practices become taken for granted. Individual actors have limited agency to alter the existing institutional arrangements. Actors do not have fixed preferences and do not necessarily calculate costs and benefits when they evaluate following institutional prescriptions (Jepperson and Meyer 2021). Actors do not follow a logic of consequence, but rather a

[14] See Jepperson and Meyer (2021) for an overview of sociological institiutionalism.

logic of appropriateness (March and Olsen 1998). If anything, the institutions provide the individual actors with purpose, motives and agendas (Jepperson and Meyer 2021). Institutions can plan an important role in constructing the interests and identities of actors (Barnett and Finnemore 2004; Wendt 1992, 1999; Ruggie 1998; Barnett and Duvall 2005). Actors act consistently with an institution's prescriptions because the rules, norms and routines of an institution become internalized. These shared norms do not get altered unless by powerful external sources or through the appearance of norm entrepreneurs (Meyer et al. 1997; Finnemore and Sikkink 1998, 2001; DiMaggio and Powell 1983, 1991; Finnemore 1996).

For historical institutionalists, institutions reflect decision-making made at critical junctures, temporal sequencing, and path dependency (Pierson 1993, 2000; Hall and Taylor 1996; Capoccia and Kelemen 2007; Thelen and Conran 2016; Thelen 2004; Hacker and Pierson 2014; Mahoney and Thelen 2009). Past decision-making has a persistent impact on institutions, contributing to stability over time, even if the existing arrangements are suboptimal. The sources of change tend to be external crises or changes in the broader environment that alter the functions and purpose of institutions.[15] Within historical institutionalism, there is room for both rationalist and ideational accounts (Thelen 1999; Hall 2010). If there is one clear theoretical approach to institutions that historical institutionalism tends to reject, it is functionalism (Conran and Thelen 2016, 53). Institutions and institutional changes are not solely crafted to solve common problems efficiently and in ways that maximize aggregate welfare. Rather, historical institutionalists

[15] Other approaches to organizational study, such as organizational ecology and evolutionary theories of organizations, emphasize how the environment selects out organizations that are optimally suited for the environment or how organizations adapt to their environment (e.g. Hannan and Freeman 1977). In these frameworks, exogenous factors remain key components in explanations of institutional change.

see the negotiations behind institutional change as messy, political and conflictual. Institutional origins and changes cannot be divorced from the distributional politics or the broader social context.

Path dependency and positive feedbacks are two key concepts in historical institutionalism. They entail that past actions and arrangements may empower certain actors over other actors and incentivize actors to follow certain paths. This means that critical junctures (which may be shaped by small events and flukes) can profoundly alter subsequent actions. Suboptimal outcomes may persist over long periods of time, because it is rational for actors in the short-term to stick with existing arrangements. For example, the QWERTY keyboard served a functional optimal purpose at one point in time, but still persists as the standard keyboard set-up, even though vastly superior alternative keyboard set-ups exist. This is because actors are unwilling to bear the short-term cost and disorganization that would come with converging on one of the alternative keyboard set-ups. As a consequence, the key contribution of Historical Institutionalism has primarily been to explain institutional persistence.

Why This Matters

In every era, there are important challenges to the system emerging from new agents, empowered by the technology of the period. In contemporary digital politics, states, corporations, and users compete to control technology platforms like Facebook, Google, and Wikipedia that shape the global public sphere.

The most enduring questions in International Relations and Comparative Politics scholarship are about the causes of state conflict and cooperation. Yet, many of the most important technologies in the modern era escape easy state control. New digital platforms,

such as Facebook and Wikipedia, have reshaped the information landscape of world politics largely through actions of individual users, not states. Cooperation between users in these arenas to generate these rich sources of information content, and subsequent reactions by corporations and states to exploit and control them, have not been much explored by political scientists. In the subsequent chapters, I explore how digital technology presents unique collective action problems for users, and how rules and norms adopted by users provides new avenues to thinking about power and governance in world politics.

Digitization has given rise to new institutional forms of power and is reshaping politics both within and across state borders. Dominant theories of cooperation and conflict emphasize organized units, such as states, formal organizations, or social movements. The rise of digital politics challenges the historic importance of these agents, as individual users and informal groups also exert power over new institutional forms. My research aims to understand struggles among states, firms, labor, users, and other actors to control these technologies, and how they exert power through them.

We cannot understand digital platforms solely by looking at them as unitary rational actors who strictly seek to fulfill the purposes of the platform's owners. The platform's users contest the platform internally, substantially constraining what platform owners can do, and shaping the institutional setup of platforms. The conventional wisdom expects that platform companies are solely constrained by market forces, governments, and international organizations. The conventional wisdom frames these organizations as least-likely cases for strict rule-setting, stringent enforcement, and hierarchization from within.

The platforms themselves did not anticipate that they would need to engage in governance at the outset (Gillespie 2018).

To what extent platforms set rules and start governing, the conventional wisdom suggests that rule-setting will be prompted by pressures on the platform from external sources. The contribution of this dissertation is to show that there is meaningful internal politics on digital platforms which can under the right circumstances profoundly shape the institutional characteristics of the platforms themselves and affect the broader societal implications of the platforms.

Chapter 3: How Wikipedia Became the Last Good Place on the Internet[16]

Institutions theorists seek to explain institutional stability and change. However, most accounts have a status quo bias, as institutions are portrayed as stable. When change is observed, it is typically through alterations of the formal rules of the institution. These changes are frequently attributed to easily observable exogenous factors, such as external crises, influxes of new ideas, or alterations in actors' power. However, endogenous processes may also create change and their neglect biases our accounts of institutions.

This chapter advances a theory of endogenous institutional change whereby members of an institution react differently to the outcomes of disputes within institutions. Losers (or those who disagree with the outcomes of the disputes) may become demotivated and disempowered, whereas the winners (or those who agree with the outcomes of the disputes) may become galvanized and empowered. If the winners and losers belong to coherent camps with divergent interests and ideas about the institution, disproportionate exits by the losers can cause drastic institutional changes over time. The contribution of this chapter is to show theoretically and empirically that consequential change *can occur solely endogenously,* and that population loss can be the mechanism behind such change.[17]

The chapter provides a detailed demonstration of this occurring on the English Wikipedia. Beneath the hood of this popular website exits a large community of volunteers (Wikipedia editors) who collaboratively write all Wikipedia content. This population of volunteers comes together in deliberative and democratic fora where they adjudicate what

[16] This chapter reproduces content from Steinsson (2024).

[17] Thelen (2004), Streeck and Thelen (2005), and Mahoney and Thelen (2009) have made important contributions to our understanding of endogenous institutional change. This chapter builds on these contributions and adds a new mechanism behind endogenous institutional change: the losers do not stick around to fight another day (as they do in Conran and Thelen (2016)) but exit the institution, leaving it in the hands of the winners.

kind of content belongs on the encyclopedia. This chapter shows that the English Wikipedia transformed its content over time through a gradual reinterpretation of its ambiguous Neutral Point of View (NPOV) guideline, the core rule regarding content on Wikipedia. This had meaningful consequences, turning an organization that used to lend credence and false balance to pseudoscience, conspiracy theories, and extremism into a proactive debunker, fact-checker and identifier of fringe discourse. There are several steps to the transformation. First, Wikipedians disputed how to apply the NPOV rule in specific instances in various corners of the encyclopedia. Second, the earliest contentious disputes were resolved against Wikipedians who were more supportive of or lenient towards conspiracy theories, pseudoscience, and conservatism, and in favor of Wikipedians whose understandings of the NPOV guideline were decisively anti-fringe. Third, the resolutions of these disputes enhanced the institutional power of the latter Wikipedians, whereas it led to the demobilization and exit of the pro-fringe Wikipedians. A power imbalance early on deepened over time due to disproportionate exits of demotivated, unsuccessful pro-fringe Wikipedia editors. Fourth, this meant that the remaining Wikipedia editor population, freed from pushback, increasingly interpreted and implemented the NPOV guideline in an anti-fringe manner. This endogenous process led to a gradual but highly consequential reinterpretation of the NPOV guideline throughout the encyclopedia.

The chapter demonstrates these processes through qualitative content analysis, archival research and process tracing. First, to document a transformation in Wikipedia's content, a qualitative content analysis was conducted on a sample of 63 representative articles. Content on the pages was analyzed across time with a pre-determined coding scheme (see Elkins et al. 2021; Boreus and Bergström 2017; Herrera and Braumoeller

2004). The analysis shows that the content changed over time from lending credence to fringe views to delegitimizing the fringe views. Second, to explain why these content changes occurred, the chapter uses process tracing on Wikipedia's archives, analyzing article talk page discussions about rule interpretations, related discussions on general noticeboards, arbitration rulings, and editor sanctions proceedings, as well as the histories of individual Wikipedia editors. Analyses of debates regarding individual articles lend strong support for the theory of endogenous institutional change. Article-by-article evidence is supplemented by an analysis of a sample of referenda where editors are asked to express their views about the NPOV rule's application to fringe topics. The analysis shows that the disproportionate population loss is systematic across the encyclopedia, as editors who hold the pro-fringe view exit Wikipedia at a higher rate than anti-fringe editors.

These changes occurred despite structural biases in favor of stability. Even though the rules and content on Wikipedia are constantly subject to change, the organization's decision-making procedures are biased to a conservative status quo. All changes on Wikipedia must be approved through consensus and editors who act contrary to consensus are punished. Furthermore, the transformation was neither an inevitability nor likely outcome of the original design of the institution. A comparison to other versions of Wikipedia demonstrates the contingent nature of the English Wikipedia's trajectory. For example, even though the Croatian and English Wikipedia share the same core rules, content on the two versions of Wikipedia looks drastically different, as the Croatian Wikipedia lends credence to anti-LGBT rhetoric and pseudohistory (Sampson 2013). These outcomes were not intended by Wikipedia's founders, as shown by their own

delineation of the rules in the early years, and in the case of Wikipedia's co-founder, a complete disavowal of Wikipedia's transformation.

Institutions and Endogenous Change

Most scholarly works on institutions have a status quo bias, as the focus is on accounting for the persistence of institutional arrangements over time. To explain change, scholars tend to look for exogenous factors. For rational choice institutionalists, institutions reflect equilibrium solutions to problems of cooperation between different actors.[18] In most rationalist accounts of institutions, these equilibria do not become unstable unless the external circumstances change (e.g. through alterations in power), and the appearance of new problems that require new solutions. For sociological institutionalists, institutions reflect shared norms and understandings.[19] Actors that compose the membership of an institution exist in a social environment where institutional practices become taken for granted. Individual actors have limited agency to alter the existing institutional arrangements. These shared norms do not get altered unless by powerful external sources or through the appearance of norm entrepreneurs. For historical institutionalists, institutions reflect decision-making made at critical junctures, temporal sequencing, and path dependency. Past decision-making has a persistent impact on institutions, contributing to stability over time, even if the existing arrangements are suboptimal. The sources of change tend to be external crises or changes in the broader environment that alter the functions and purpose of institutions.

Recent comparative politics scholarship (particularly in the historical institutionalist tradition, see Thelen 2004; Streeck and Thelen 2005; Mahoney and Thelen

[18] See Voeten (2020) for overviews of strands of rationalist choice institutionalism.
[19] See Jepperson and Meyer (2021) for an overview of sociological institiutionalism.

2009; Bleich 2018) and international relations-oriented research on norm contestation (see Sandholtz 2008; Sandholtz and Stiles 2009; Wiener 2009; Dietelhoff and Zimmermann 2020) have identified rule ambiguity and norm ambiguity, respectively, as promising plausible mechanisms for gradual endogenous change.[20] The seeds of change lie in the intrinsic inability of rules to apply clearly and unambiguously to most situations that confront members of complex institutions. This permits actors to re-interpret rules and norms through their application in specific instances. However, while this literature points to the plausibility of endogenous institutional change through ambiguity in rule application, many cases are prompted by exogenous causes, such as (i) the involvement of new actors, (ii) environmentally driven changes in the balance of power between actors, and (iii) the appearance of new problems that need solving. While these may be gradual processes of change, the underlying causes are frequently exogenous.[21]

A prominent example of this kind of change in the comparative politics literature is Bleich's (2018) study of the French High Court's changing interpretation of hate crime laws over time. Bleich's explanation for the shift in how the court applied the rules focuses on the entry and influence of new actors, as he delineates how activist organizations influenced how the French High Court interpreted hate crime laws. He also shows that that the French High Court was influenced by the European Court of Human Rights. In the international relations literature, a prominent example of this kind of change is Sandholtz's (2008) study on the rules regarding wartime plunder of artistic and cultural artifacts. In

[20] See Gerschewski (2021) for a typology of organizational theories on two dimensions: the source of a cause of institutional change (endogenous vs. exogenous) and the time horizon of the change (sudden vs. gradual). The theory advanced in this chapter would be characterized as a gradual and endogenous theory in Gerschewski's framework.

[21] For exceptions, see Thelen (2004), Streeck and Thelen (2005), Mahoney and Thelen (2009).

Sandholtz's study, rules regarding wartime plunder were reinterpreted after major wars (the Napoleonic Wars and World War II), as the victims of large-scale plunder pressed to regain their property. In both cases, the rules in question (hate crime laws and rules of war) were broad and unspecified, allowing for different application of the rules in practice. In both Bleich (2018) and Sandholtz (2008), a lack of specificity in the wording of the rules permitted changes in application over time, but those changes were caused by exogenous factors (new actors or major wars).

My account of institutional change on Wikipedia contrasts with these other accounts in three ways. First, change was not caused by the entry of new actors, but rather the loss of actors. Whereas other approaches to the study of institutions tend to see the relevant population of an institution as being stable or increasing, my account shows that the loss of a particular population contributed to Wikipedia's shift. Furthermore, other accounts see conflicts within institutions as resulting in winners and losers where the losers typically remain within the institution. As Conran and Thelen (2016) note, losers remobilize and live to fight another day, which may lead them to change the institution in the future. However, the extent to which that is true depends on the nature of the institution, as well as the characteristics of the conflicts and the participants involved. Losses may entrench power advantages that entail feedback effects and are hard to rebalance, thus ensuring that losers cannot return the institution to the status quo. That was certainly the case on Wikipedia.

Second, power asymmetries formed on Wikipedia. However, unlike many other studies of institutions, the power asymmetry was not due to broader environmental changes that altered the social or material sources of actors' power. Rather, power asymmetries

formed as actors gained power *within* the rubrics of the institution itself. In the case of Wikipedia, *experience* provided a potent source of power, which made victories in early disputes consequential. In other organizations, there may be other power dynamics that are made apparent and entrenched through wins and losses in institutional conflicts.

Third, reinterpretation of Wikipedia's rules was not prompted by the appearance of new problems that required new solutions. Rather, the practical consequence of the rule reinterpretations on Wikipedia entailed fixing old problems (the presence of sources and content that legitimized fringe perspectives) that in large part stemmed from how the rules had been interpreted in the past.

In contrast to much of the existing literature, this chapter argues that institutions which are otherwise portrayed as stable are in fact constantly subject to change from within. The change can occur entirely endogenously.[22] There are four steps to such change. First, consistent with some of the historical institutionalist and norm scholarship, the seeds of change are located in the intrinsic inability of rules and norms to apply clearly and unambiguously to most situations that confront members of the institution. Second, rule ambiguity creates openings for members to impose new meanings on the rules at the micro-level, as the rules are applied to specific situations. Since institutions are composed of actors that have different interests and diverse views, rule interpretations can be a potent source of conflict. Third, the conflicts may be resolved, resulting in winners and losers. The resolutions of these conflicts in favor of actors with certain rule interpretations can alter the balance of power within the institution, as the losers of past conflicts get demobilized, sanctioned, or lose status whereas the winners get mobilized, elevated and

[22] For other endogenous accounts of change, see Thelen (2004), Streeck and Thelen (2005), Mahoney and Thelen (2009).

gain institutional power. Fourth, if actors with similar and overlapping viewpoints and interests (coherent camps) win early and frequent victories across an institution, they may shape how the overarching rules of the institution are understood to work in practice.

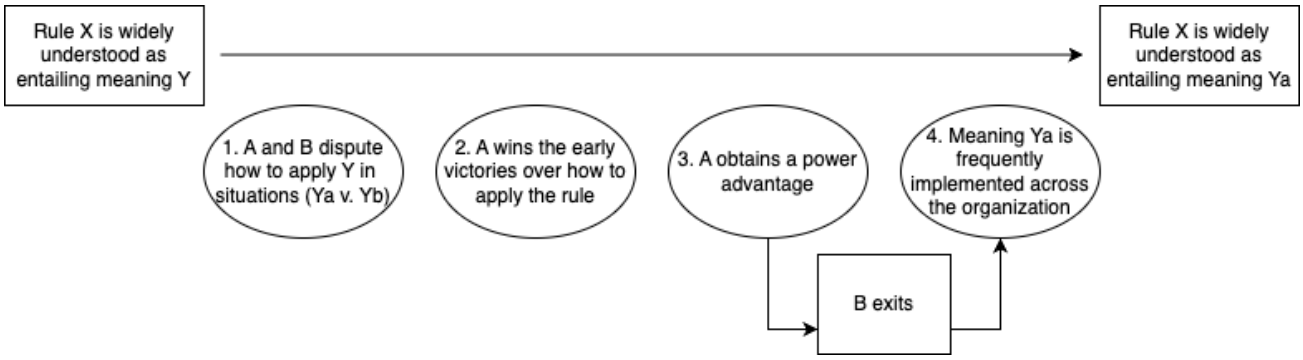

Figure 1: How Rules Obtain New Meanings

For the process to play out in this manner, *camps with coherent interests and views* must exist (A and B in Figure 1). Otherwise, settlements in individual disputes lead to indeterminate long-term results. Additionally, for trajectories to form over time, victories must result in *power advantages*. In the absence of a meaningful power advantage, losers should be able to regroup and live to fight another day over the interpretation of the rules, with indeterminate long-term results. The relative ease with which actors can exit institutions affects the speed of change. Migrating from a country may entail considerable costs, whereas leaving a voluntary association may be relatively cost-free, which means that rapid change may be more likely in the latter case once a power asymmetry forms. Finally, for the process to play out in this specific manner, it presumes that *exogenous factors do not intervene with the process*. Both exogenous and endogenous factors can

work in tandem, but the contribution of this chapter is to show theoretically and empirically that consequential change *can occur solely endogenously*.

The remainder of this chapter provides a detailed demonstration of how this process of endogenous change plays on the English Wikipedia. The chapter explains what Wikipedia is, justifies why Wikipedia is a worthy case of inquiry, documents how Wikipedia's content has transformed over its lifespan, and explains how this transformation happened. The penultimate section of the chapter examines various alternative explanations, showing that they fail to account for Wikipedia's transformation.

Wikipedia as an Important Part of the Political Information Ecosystem

The Structure of Wikipedia

Wikipedia is a non-profit, multilingual, open-access online encyclopedia started by Jimmy Wales and Larry Sanger in 2001. The encyclopedia is user-generated. Anyone is free to edit it. By May 2021 there were more than 40 million registered users, of whom nearly 140,000 were active editors. Wikipedians generally edit pseudonymously but extant data indicates that Wikipedians are disproportionately white males from the Global North. One in four Wikipedians primarily edit the English language version of Wikipedia (see Wikipedia 2021b; Yasseri et al. 2012b; Hill and Shaw 2013). Editors must comply with three core Wikipedia content guidelines:

- **Neutral point of view (WP:NPOV)**: "representing fairly, proportionately, and, as far as possible, without editorial bias, all the significant views that have been published by reliable sources on a topic." (Wikipedia 2020a)

- **No original research (WP:NOR):** "you must be able to cite reliable, published sources that are directly related to the topic of the article, and directly support the material being presented." (Wikipedia 2020b)

- **Verifiability (WP:V)**: "verifiability means other people using the encyclopedia can check that the information comes from a reliable source… All material in

> Wikipedia mainspace, including everything in articles, lists and captions, must be verifiable." (Wikipedia 2020c)

WP:NPOV is the guideline at the heart of most disputes on the encyclopedia. The NPOV guideline affects whether something should be covered, the weight of the coverage, and whether the cited sources are reliable. On subjects where there are diverse and incompatible views, "edit wars" frequently arise. These are situations when a change is made to an article (e.g. removal of text, addition of text, rewording of text), and the change gets reverted, leading to an unstable cycle of additions and reverts of the same content (see Yasseri et al. 2012a; Jemielniak 2014; Tkacz 2015).

How does the encyclopedia deal with disputes like these? One might think such disputes would lead to an inconsistent product where articles look drastically different from day to day, but Wikipedia produces a very stable and consistent product. This is because there are multi-layered dispute settlement mechanisms and elaborate norms regarding editor behavior. Wikipedia's community reaches decisions about rules and content through a combination of deliberative discussions and referenda. These democratic processes have the goal of determining whether content has "consensus". If a proposed change does not have consensus, the article experiencing edit wars will be returned to the status quo.

A typical edit war will be resolved in the following manner: An editor makes changes to a page. Other editors disapprove of the change and revert the change. The status quo ante is established until a consensus for inclusion can be found on the talk page of the article. Editors may be able to work out mutually acceptable compromises. If they are not able to work out acceptable compromises among the small subset that are engaged with a single article, they can subject the dispute to input from the broader Wikipedia community.

For example, if the editors who edit the Margaret Thatcher page are having a dispute that they cannot resolve among themselves, they may take the dispute to noticeboards that are frequented by large numbers of Wikipedians who do not frequent the Thatcher page.

However, these procedures are not always sufficient to establish stability on a page. This is particularly the case on large high-profile articles with stable and coherent camps of editors, frequent editing, and multiple controversial aspects. When articles experience extraordinary levels of edit-warring, editors may request dispute settlement before administrators on the "Administrators Noticeboard" or arbitrators on the "Arbitration Committee". These bodies primarily adjudicate behavioral problems among Wikipedians rather than adjudicate content directly (that is something for Wikipedia's deliberative democratic processes to resolve). The bodies tend to sanction the most active and raucous editors on the dysfunctional pages.

Administrators and arbitrators are elected by the Wikipedia userbase. To become an administrator, an editor goes through the "Request for Adminship" process, which is essentially an election on the suitability of an editor to become an administrator. Any experienced editor can make a request for a position as administrator.[23] The request is unlikely to be granted unless they have a well-established history as a contributor on the encyclopedia and have demonstrated an ability to get along with other editors. The threshold to become an administrator is high, as editors generally require support by 75% of voters. Editors who are new and who behave in divisive ways are unlikely to get the

[23] Registered accounts with at least 500 edits and 30 days of experience can file a request.

support needed to become administrators.[24] The English Wikipedia has approximately 1,000 administrators.

The Arbitration Committee is vastly smaller, with membership oscillating between 13 and 18 members. Elections to the Arbitration Committee are more formal and eventful processes than the requests for adminship, as the elections occur annually, eligible registered editors are notified about the elections on their user talk page, and cast secret ballots.[25] Experienced editors who are not divisive are better poised to garner the votes to become arbitrators.

Case Selection Justification

There are several motivating factors in choosing the English Wikipedia as a case to study institutional change: (i) it is an important case; (ii) it is an understudied case; (iii) it could be construed as a least-likely case for institutional change; and (iv) it has unique availability of data, which makes it possible to observe slow, gradual, endogenous processes that result in consequential drastic change over time.

First, Wikipedia is an important institution. One that is worthwhile to study in its own right. *Wikipedia.org* is one of the most popular websites in the world. The English Wikipedia is frequently at the top or near the top of Google searches for a known person or event in the English language (Vincent and Hecht 2021). Wikipedia is also widely perceived as a trustworthy and reliable source of information (Bruckman 2022), giving it

[24] The vote on requests for adminship is characterized by lengthy public discussions between the requester and other editors. In these discussions, the requester outlines their philosophy towards Wikipedia and users cast their votes amid the discussions. All registered accounts can vote on a request for adminship.

[25] Experienced editors also become aware of the elections, candidates and stakes through discussions on general noticeboards, the talk pages of individual prominent Wikipedia users and Wikipedia's internal newspaper, *The Signpost*. Editors are eligible to vote if they have at least 150 edits in total, ten of which must occur approximately a year before the deadline for candidate nominations. The turnout in the earliest elections was in the low hundreds with an increase over time. The 2015 elections were the highest turnout election, with 2674 valid cast ballots. Subsequent elections have had turnout between 1500–2200.

considerable power in public discourse and ideational diffusion. Wikipedia's influence is also boosted by the fact that Wikipedia pages, unlike other forms of content (such as news reports and scholarship), are often written in summary style and in layman's terms, thus making the information in Wikipedia articles more accessible to readers. Furthermore, tech giants, such as YouTube, Facebook, Google, and Twitter have incorporated Wikipedia into their own platforms.

Due to its popularity and perceived trustworthiness, Wikipedia has the power to legitimize and delegitimize subjects. This is a website that can declare whether something is a pseudoscience, a falsehood, a conspiracy theory, or bigotry. World leaders can be described as dictators, perpetrators of violence can be identified, and the effects of implementing certain public policies can be characterized as positive or negative. Additionally, in many cases, it seems clear that actors who are covered by Wikipedia believe that Wikipedia matters, as politicians have on many occasions been exposed as having edited their own Wikipedia pages, and authoritarian regimes have blocked Wikipedia in parts or in its entirety.

Wikipedia's salience has increased over time, as scholars express concern over the intersection of the Internet and politics. The Internet has displaced traditional gatekeepers, and contributed to the wide diffusion of conspiracy theories, pseudoscience, and extremist rhetoric. Whereas the other major online platforms have been criticized for their role in monetizing, inculcating and diffusing extremism and misinformation, Wikipedia has often been hailed as an exception: a distinctly positive actor in the online political ecosystem.[26] An actor that serves a proactive gatekeeping role where it outright debunks, fact-checks

[26] E.g. Cooke (2020).

and highlights the errors and fringe nature of the very same discourses popularized on the other platforms.

Second, Wikipedia is an understudied institution in an understudied organizational environment. Aside from its importance in politics, there are several things about Wikipedia as an organization which political scientists and organizational scholars should find intriguing. It is an enormous organization that is based on the open-source or commons-based peer production organizational model (e.g. Benkler 2002; Reagle 2010; Tkacz 2015). Unlike traditional organizations, such as firms and bureaucracies, Wikipedia is characterized by a lack of "formal hierarchy". Editors on Wikipedia are not managed and instructed by "managers", but rather self-assign tasks to do. Editors are not motivated by monetary rewards, unlike members of traditional organizations.

Decision-making on Wikipedia is deliberative and democratic. The rules of Wikipedia are always subject to change, which effectively makes all rules, norms, and content on Wikipedia subject to constant plebiscites. Consequently, Wikipedia both reflects and accentuates processes that are analogous to those in other organizations. Scholars have consequentially used Wikipedia to study collaboration, conflict, polarization, and partisanship, as well as politics and organizational dynamics more broadly (Heaberlin and DeDeo 2016; Shi et al. 2019; Yun et al. 2016; Yasseri et al. 2012a; Yasseri et al. 2012b; Konieczsny 2009; Lerner and Lomi 2019; Tkacz 2015; Reagle 2010; Jemielniak 2014; Greenstein et al. 2021). While Wikipedia has been the subject of study by computer scientists, physicists, information scientists and sociologists, it has been neglected by political scientists.

Third, Wikipedia could be construed as a least-likely case for institutional change and most-likely case for organizational stability, as the organization has several structural biases in favor of stability and the status quo. The requirement that there needs to be a "consensus" among editors in favor of both addition of content and rule changes should make it hard to enact substantial changes.[27] In the event of disputes, the guiding rule is to retain the status quo unless a consensus can be established for any change. A minority of editors can therefore block controversial changes. Furthermore, the presence of a large and diverse userbase means that ideational changes among individuals and small groups should not result in frequent or sudden changes over time. Wikipedia also strongly enforces compliance with the rules, which means that large-scale rule violations will not be a likely source of change over time (see Piskorski and Gorbatai 2017). The strong enforcement leads editors to edit within accepted boundaries and within consensuses. Given these institutional characteristics, one might expect Wikipedia to have a conservative status quo bias.[28]

Furthermore, the founders of Wikipedia have not intervened to cause new interpretations of the guidelines among the userbase. Sanger, who crafted the core NPOV rule, has condemned the interpretations of the guideline that emerged over time.[29] Wales has held a more agnostic view of change on Wikipedia over time, saying in 2006, "One of

[27] "Consensus" on Wikipedia usually requires that two-thirds of votes favor particular content and that the votes in question are substantive in terms of demonstrating knowledge of Wikipedia rules and precedents. Editors self-select into deliberative discussions on any given topic.

[28] Existing large-N analyses of Wikipedia content indicate that interactions between ideologically polarized Wikipedians tend to result in moderate content, lending support for notions that extreme shifts in content are unlikely (Shi et al. 2019; Greenstein et al. 2021)

[29] Per Sanger, the NPOV rule was meant to include a broad spectrum of perspectives and adopt a report-on-the-controversy approach, rather than exclude perspectives (e.g. Sanger 2015; ArsTechnica 2014).

the great things about NPOV is that it is a term of art and a community fills it with meaning over time" (Reason 2006).

Fourth, Wikipedia has a unique availability of data. A major problem in most case-specific accounts of institutional change is the inaccessibility of comprehensive data to evaluate causes and effects. Scholars must rely on a sliver of data that is available to piece together what the preferences of various actors might be, what actions these actors took, and how the preferences and actions of these actors led to institutional change or stability. What adds to the problem is that the publicly available data may fail to reflect the actual processes that led to change. For example, debates may take place in front of cameras and voting may be logged into records, but the meaningful negotiations occur behind closed doors.

In comparison to other institutions, Wikipedia has several advantages in terms of studying institutional change. In other largescale institutions, it is not feasible to identify and collect data on every participant, and to track the behavior of every participant over time. On Wikipedia on the other hand, virtually all edits and comments are logged and open to public viewing. This means that it is possible to trace each input in every debate, as well as to sift through the editing history of each Wikipedia editor. [30] Thus, there is an enormity of relevant data on which to test, refine and build theories of institutional change.

Research Design

[30] The most important exception to this are the internal proceedings of Wikipedia's arbitration committee where the arbitrators settle on the language behind a ruling in private, but all the other aspects of the arbitration is in public and the ruling is ultimately made public. Other exceptions include copyright violations and egregious civility violations (such as doxxing, offensive language and insults). The editing history of each page will show whether any edits or comments have been hidden. It is a rare occurence.

The research design has two components. First, the chapter codes content in the lead of Wikipedia articles, showing a pro-to-anti-fringe shift in content. Second, the chapter does process-tracing of trends within Wikipedia's governance to show how this shift happened (George and Bennett 2005). In terms of analyzing changes in the content of Wikipedia articles, the chapter uses non-automated qualitative content analysis to classify whether Wikipedia pages use language that legitimizes or delegitimizes fringe positions and entities. An advantage of qualitative content analysis is that it permits analysts to observe subtle, yet meaningful nuances in meaning.[31] It entails human coding and interpretation of textual sources according to structured and systematic coding schemes (see Elkins et al. 2018; Boreus and Bergström 2017; Herrera and Braumoeller 2004). More specifically, the chapter systematically classified a sample of 63 article leads with a pre-determined coding scheme.[32] The 63 pages were chosen because they are representative of the population of relevant cases: all the pages are on topics that have been linked to pseudoscience, conspiracy theories, extremism, and fringe rhetoric in public discourse.

Within the relevant population, the chosen pages reflect diverse topic areas (health, climate, gender, sexuality, race, abortion, religion, politics, international relations, history). The pages also vary in terms of the time of creation (some pages were created early and others later), and temporal prominence (the topics covered in the pages were more

[31] While this approach reduces the risk of measurement error, there are limits to the methodological approach. Further studies on the phenomena might benefit from using a large-scale big data analysis to assess how robust the overall trend is, even if those studies are vulnerable to measurement error. Big data analysis might also assess trends across different language versions of Wikipedia, making it possible to observe whether the trend on the English Wikipedia is unique.

[32] The lead of each page was chosen as that is the most widely-read part of each page. It is also the subject of the most contention among Wikipedians, making it unlikely that the content in the lead does not reflect a consensus.

prominent during different time periods). The pages include biographies (which have more restrictive standards for inclusion of pejorative content) and non-biographies.

The contents of the chosen Wikipedia pages were classified according to a five-category coding scheme. These categories reflect varying degrees of neutrality. On one end of the spectrum, the language lends credence and legitimacy to fringe views. On the other end, the language firmly delegitimizes the fringe views:

1. **Fringe normalization:** The fringe position/entity is normalized and legitimized. There is an absence of criticism.

2. **Teach the controversy:** The fringe position/entity is presented as a matter of active scientific or political dispute (A says X, B says Y).

3. **False balance:** The lead places emphasis on the expertise, credibility, evidence and arguments of the anti-fringe side (e.g., "some scientists say", "some medical organizations say"), but the pro-fringe side still gets space to rebut.

4. **Identification of the fringe view:** The lead places emphasis on the legitimacy and the overwhelming numbers that compose the anti-fringe side (e.g., "scientific consensus", "the scientific community"), but space is still given to the pro-fringe side.

5. **Proactive fringe-busting:** Space is only given to the anti-fringe side whose position is stated as fact in Wikipedia's own voice.[33] The evidence that supports the anti-fringe position is presented, whereas the flaws of the pro-fringe perspective are outlined.

The chapter uses a cross-temporal analysis of each article's lead, thus tracking changes over time. A stable version of each article was analyzed at the end of each year. Articles were checked more frequently if the pages had frequent and erratic editing patterns. Changes on Wikipedia articles can be accessed through archives which show each change, thus making the study replicable. Table 1 and Appendix A include examples of

[33] "Homeopathy *is* a pseudoscience" is an example stating something in Wikipedia's own voice, whereas "*Some say* homeopathy is a pseudoscience" or "Homeopathy *has been described* as a pseudoscience" are not.

language from each article's lead. Changes in nine representative article leads are shown in Table 1, whereas 54 additional articles are in Appendix A.

Per the analysis (see Table 1, Appendix A), content on the English Wikipedia shows a clear trend from language that legitimizes fringe positions to language that delegitimizes fringe positions. Newer articles tend to adopt language from the anti-fringe categories at their creation whereas older articles tend to adopt language that is more fringe-normalizing at their creation. None of the articles move in a direction where they become more fringe-normalizing.

The analysis shows that in its early years, the English Wikipedia adhered to a "strict" NPOV approach whereby Wikipedia content was open to a diversity of opinions and sources, and where Wikipedians could not state contested views as facts in Wikipedia's own voice. Thus, a typical page on a subject related to pseudoscience and contested science would adopt a "Some say X, others say Y" style, even on topics where mainstream scientific opinion overwhelmingly favored X.

Table 1: The Lead to Controversial Wikipedia Pages, January 2001–June 2020

Page (Page Creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Homeopathy (2001)		**2001–2006** - "Controversial system of alternative medicine"	**2006–2013** -"Lack of convincing scientific evidence supporting its efficacy" - Has been "regarded as pseudoscience" - In the words of a 1998 medical review, a "placebo therapy at best and quackery at worst"	**2013–2015** - "The scientific community regards homeopathy as a sham" - "Homeopathy is considered a pseudoscience"	**2015–2020** - "Homeopathy is a pseudoscience"
Global warming (2001)		**2002–2004** - The causes are disputed - Whether warming is good or bad is disputed - Scientists are divided - "Global warming theory"	**2001–2002, 2004–2005** - All climate models point to human activity as a contributor of warming (2004–2005) - Refers to "global warming theories" (2004–2005) - Some space to climate deniers - There is uncertainty to climate science - "Scientists generally believe" that human factors "play an important role" (2001–2002)	**2005–2009** - A scientific consensus and it holds that human activity significantly contributes to climate change - Mentions that some scientists contest the consensus	**2009–2020** - A scientific consensus exists and it holds that human activity significantly contributes to climate change - Delineates the breadth of scientific organizations that endorse the consensus - Delineates the evidence in favor of the consensus - No mention of dissenting views
Race and Intelligence (2002)		**2004–2011** - A "controversy" or "dispute" over what causes IQ differences between races - Some say it is genetic, others disagree	**2013–2020** - Some academic bodies reject that IQ is biologically or genetically determined - The Bell Curve is mentioned - Arthur Jensen is cited as someone who believes IQ differences are biologically determined	**2011–2013** - Clear rebuttal by several academic bodies of the notion that differences in IQ are rooted in biology	**2020** - Race is a social construct - Intelligence has no widely accepted definition - Validity of IQ tests are disputed - States in WP voice that there is "no scientific evidence" that IQ

					differences can be attributed to genetics
Reverse racism (2011)	**<u>2011–2015</u>** - Described as "controversial" - No criticism of the concept	**<u>2015–2017</u>** - Some groups deny reverse racism exists	**<u>2017–2018</u>** - The concept ignores disparities in power and authority - Scholars argue power and authority are important aspects of racism - Part of a racial backlash against gains by non-whites	**<u>2018–2020</u>** - “Little to no empirical evidence that white Americans suffer systemic discrimination” - RR claims tend to ignore disparities in power and authority, "which scholars argue constitute an essential component of racism" - RR has been used wherever white supremacy has diminished	
Conversion therapy (2001)	**<u>2008–2009</u>** - Simple explanation of conversion therapy. - No criticisms		**<u>2001–2007, 2009–2012</u>** - "Controversial" - "Most professionals" (2001–2006) or "most medical organizations" (2006–2007, 2009–2012) believe it does not work or is harmful - Arguments by proponents of conversion therapy	**<u>2007–2008, 2012–2016</u>** - Scientific "consensus" that conversion therapy does not work (2007–2008) - Characterized as pseudoscientific (sometimes in Wikipedia's voice, other times as attributed criticisms) (2012–2016) - Contains pro-conversion therapy rationales	**<u>2016–2020</u>** - Conversion therapy is "pseudoscience" - No reliable evidence in favor of it - Medical organizations say it is ineffective or harmful
Vaccine hesitancy (2004)		**<u>2004–2006</u>** - Vaccines have been "widely credited" with reducing disease - The role of vaccines in causing autism is "unresolved" - Critics challenge the wisdom of mass vaccination	**<u>2006–2015</u>** - No longer characterizes vaccine-autism debate as unresolved - Increasingly focuses on mainstream scientific opinion - Expresses anti-vaccine views including attributed concerns over a "lack of research on the adverse effects" of vaccines - Anti-vaccine rhetoric can cause harm (2011–2015)	**<u>2015–2019</u>** - Detailed attributed criticisms on the dangers of antivaccine rhetoric - Describes Andrew Wakefield's claims as "discredited"	**<u>2019–2020</u>** - There is a "scientific consensus" that vaccines are "safe" and "effective" - There are "unsubstantiated" anti-vaccine "scares" - Anti-vaccine rhetoric causes preventable harm

Lost Cause of the Confederacy (2005)	**2005–2015** - Delineates what the Lost Cause proposes - No criticisms of its validity			**2015–2019** - Slavery played a central role in the outbreak of the war - Extensive criticism by historians - "Founded upon several historically inaccurate or debatable elements" - Attributed claims that Lost Cause boosts white supremacy - "A literary and intellectual movement"	**2019–2020** - The Lost Cause is a "pseudo-historical, negationist ideology" - The Lost Cause is tied to the maintenance of "white supremacist policies, such as Jim Crow"
Russian interference in the 2016 election (2016)			**2016–2018** - Lead overwhelmingly focuses on attributed claims that Russia interfered (sometimes framed as the U.S. government "accused" Russia) - Emphasis on multiple bodies who concluded that Russia interfered - Includes denials by the Russian government and WikiLeaks	**2018–2019** - The first line states in WP voice that Russia interfered - The rest of the lead is full of attributed claims	**2019–2020** - Interference stated as fact in WP voice, including the hacks of the DNC, DCCC and John Podesta - Delineates who concluded that Russia interfered - Includes Russian government denials
Use of chemical weapons in the Syrian Civil War (2014)	**2014–2016** - No attribution of responsibility	**2016–2017** - A confidential UN report blamed Assad for the attacks on Talmenes and Sarmin		**2017–2020** - "The Syrian Ba'athist military was seen as the main suspect" - "Mainly blamed on Syrian Ba'athist forces" - UN and the OPCW "explicitly blamed" the Assad regime for chemical weapons use in Talmenes, Sarmin, Qmenas and Marea - The OCPW determined Assad perpetrated the sarin gas attack in Latamenah	

Endogenous Change on Wikipedia

Explaining the Findings

The chapter has demonstrated that English Wikipedia content changed over time. This section seeks to explain *why* the content changed. In doing so, the chapter uses process tracing. The chapter systematically analyzes the internal Wikipedia discussion forums where editors duked out content. More specially, the chapter analyzes the archived talk pages of the 63 articles and relevant discussions about article content on general noticeboards.[34] To classify editors into the Anti-Fringe camp (AF) and the Pro-Fringe camp (PF), the chapter uses a variety of data sources: the viewpoints expressed by editors on the article talk pages themselves, the views expressed by editors brought up for sanctioning on the Administrators' noticeboard or the "Requests for Enforcement" page before the Arbitration Committee, and lists of editors brought up in arbitration committee rulings.

These data sources provide article-by-article evidence about relevant individual editors on the pages in question. However, to assess systematically what happens to AF and PF editors across the English Wikipedia (not just the 63 articles), the chapter uses a sample of referenda where editors are implicitly asked whether they support a pro- or anti-fringe interpretation of the NPOV guideline. The user histories of the participants in the referenda are then analyzed to uncover whether they are still active or whether they have voluntarily left Wikipedia, substantially reduced their number of contributions, been banned from the relevant topics or blocked from Wikipedia in its entirety.

[34] For example, editors on a specific article may bring their dispute up on the WP:NPOV or WP:BLP noticeboards, which are frequented by the larger Wikipedia community.

The evidence is broadly consistent with the observable implications of the chapter's theory of endogenous institutional change (the processes of the theory are outlined in Figure 2).[35]

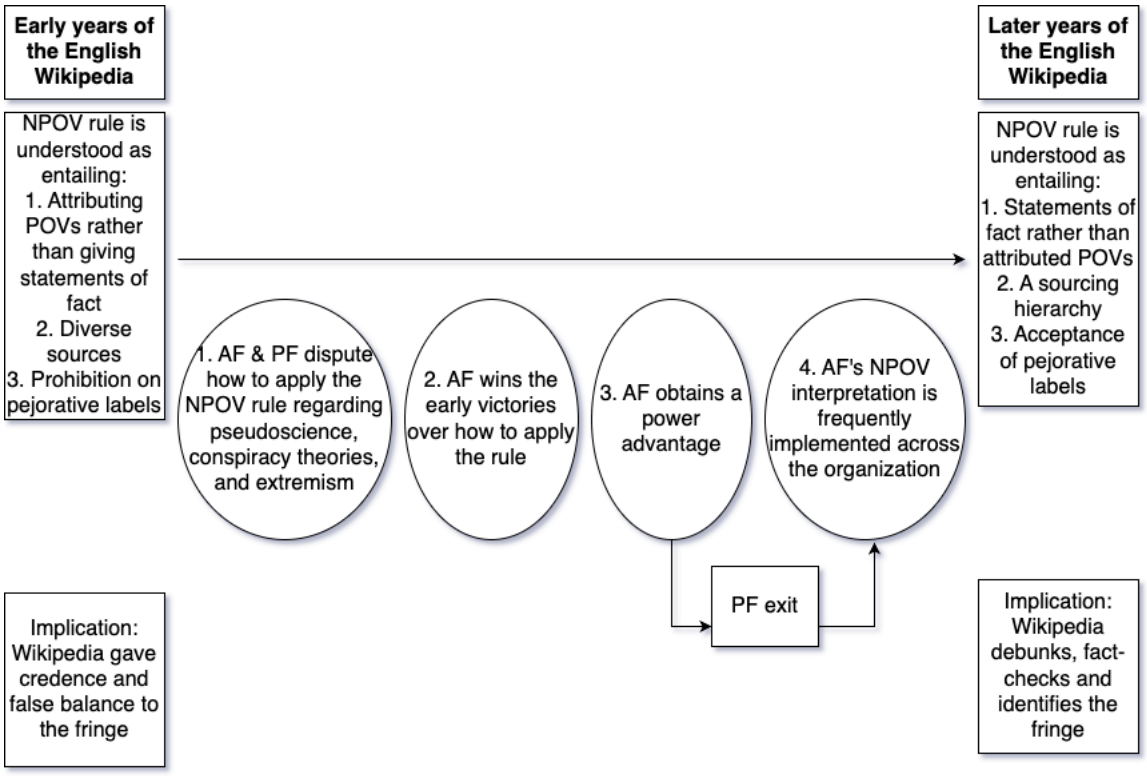

Figure 2: How the NPOV Rule Changed

The key piece of evidence is that PF members disappear over time in the wake of losses, both voluntarily and involuntarily. PF members are those who vote affirmatively for policies that normalize or lend credence to fringe viewpoints, who edit such content

[35] Alternative methods that could be used in further studies to assess the change on Wikipedia include experiments and interviews. Interviews with Wikipedians that directly address the questions of interest to the researchers would enable additional evidence of Wikipedians' own understanding of their behavior.

into articles, and who vote to defend fellow members of PF when there are debates as to whether they engaged in wrongdoing. Members of AF do the opposite.

The causal mechanism for the gradual disappearance is that early losses demotivated members from PF or led to their sanctioning, whereas members of AF were empowered by early victories. As exits of PF members mount across the encyclopedia, the community increasingly adopts AF's viewpoints as the way that the NPOV guideline should be understood.

Step 1: Rule Ambiguity

The NPOV rule of Wikipedia is ambiguous in its specific application. During the early period of Wikipedia, Wikipedia's NPOV rule was understood as indicating a "describe-the-controversy" approach to disputes between sources: Wikipedia should not take sides on contested issues, and Wikipedia should be open to a diverse array of sources. Thus, the policy allowed for inclusion of lower-quality sources, so long as they were attributed. This meant that if sources disagreed in terms of how they covered the topic of homeopathy, the Wikipedia article on homeopathy would present both sides of the issue and avoid taking a firm stance. The Wikipedia page on homeopathy included text that effectively said "Advocates for homeopathy say…." and "Critics of homeopathy say…," whereas it was frowned upon among early Wikipedians to state decisively in Wikipedia's own voice that "Homeopathy is a pseudoscientific system of alternative medicine" (as the first line of the Wikipedia page stated in 2020). This was largely in line with Larry Sanger's intentions when he crafted the NPOV rule (ArsTechnica 2014).

Step 2: Clashes between Camps over Rule Interpretations

On contentious topics (e.g. American politics, conspiracy theories, and pseudoscience), editors had vast differences in terms of how they understood the application of Wikipedia's rules. Editors who were anti-conspiracy theories, anti-pseudoscience, and liberal (the AF camp) pushed understandings of NPOV that took a firm anti-conspiracy-theory and anti-pseudoscience stance. Thus, they argued for reliance on strong sources (such as studies and highly reputable mainstream news outlets), non-use of lower-quality sources (such as partisan outlets and disreputable outlets), stating claims from strong sources in Wikipedia's own voice (rather than attributing them as a source's opinion), firmly stating that minority views are fringe, and stating that falsehoods are falsehoods.

Editors who were more supportive of conspiracy theories, pseudoscience, and conservatism (the PF camp) argued for reliance on sources across a broad range of reliability (in part, because they perceived academics and newspapers of record to be biased), stating claims from sources as if they were always an attributed POV, and avoiding firm stances on the state of a controversy.

On the homeopathy page, this meant that PF members raised questions about relying on reporting by the *New York Times* and *Washington Post*, insisted that studies skeptical of homeopathy's efficacy be phrased as opinion, and sought to include rebuttals by pro-homeopathy organizations and pseudoscientists. AF members held the opposite view, as they sought to phrase skeptical content in Wikipedia's own voice and strongly opposed content sourced to pro-homeopathy organizations.

Steps 3: Formation of a Power Asymmetry

Over the course of years, AF successfully shaped how to understand the practical application of Wikipedia's NPOV guideline. These early victories gave AF an upper hand in editing disputes on pages related to conspiracy theories, pseudoscience, and American politics. There was no single critical juncture. Rather, there were many gradual mutually reinforcing steps across several spheres of Wikipedia.

One type of change that was important early in Wikipedia's development was intervention into content disputes by arbitrators on highly dysfunctional pages. Highly dysfunctional pages are those characterized by edit-warring among a multitude of editors to the point that the pages are unstable over extended periods of time, and editors cannot even agree on the status quo version of the pages.

Two particularly important early arbitration rulings in the early years were the arbitration committee cases on climate change (2005) and pseudoscience (2006), which largely reaffirmed some viewpoints held by AF in those specific disputes and led to sanctions which primarily targeted prolific PF editors (although some AF editors were also targeted) for behavioral wrongdoing. The disputes were at their core about edit-warring between different camps as to whether climate change articles should reflect the scientific consensus on climate change or lend weight to those who dispute the scientific consensus, and broadly about how pseudoscientific ideas and minority scientific perspectives should be framed.

A second type of important changes involve the writing of guidelines to supplement the existing NPOV guideline and clarify how the NPOV guideline should be applied. This includes the creation of the Reliable Sources guideline (2005) which introduced a basic framework for evaluating the reliability of sources, the Fringe Theory guideline (2007)

which introduced a basic framework for evaluating minority views and fringe views, and the Reliable Sources (Medicine) guideline (2008) which set a higher quality threshold for sources on medicine-related topics out of a concern that poorly sourced content could cause harm to readers.

These guidelines were crafted by a relatively small set of experienced editors, including many from AF who were involved in active content disputes on topics that related to these rules. All editors can participate in processes to change rules and add supplements to rules. These changes must go through the normal Wikipedia consensus decision-making process. While these particular rules were not written to specifically address content in those disputes, the enactment of these rules as supplemental modifications to the NPOV guideline would prove useful in those disputes. Furthermore, discussions related to those rules showed that editors wanted to privilege science and academic expertise in terms of identifying what is fringe, but the Reliable Sources and Fringe Theory guidelines were broad enough in scope that they could also be used to identify fringe discourse and beliefs outside of science, such as with conspiracy theories and extremist rhetoric in politics.

Step 4: Reinterpretation of Wikipedia's Rules

The early victories and selective departures had positive feedback effects for three reasons: (i) they enhanced the value of experience, (ii) they created a numerical advantage, and (iii) they spurred a sourcing bias. Consequently, AF editors experienced greater success in editing, whereas PF editors did not, which led to lopsided exits over time. Together, these factors led AF to increasingly get what it wanted and sway the broader

Wikipedia userbase to see one interpretation of the rules as the undisputed accurate interpretation of the rules.

First, experience matters a great deal on Wikipedia, which makes disproportionate exits early on highly consequential. Since Wikipedia is notoriously complicated for new editors to maneuver, experienced editors have a decisive advantage in content disputes (Jemielniak 2014). Experience helps in understanding the rules, norms, and processes of Wikipedia. This leads to greater success in content disputes and edit wars, as well as makes experienced editors able to drive disruptive newcomers away from Wikipedia and instill in newcomers certain understandings of how rules should be interpreted. Experience also raises the likelihood of becoming an administrator, thereby gaining the power to enforce the rules and sanction editors.[36] Additionally, experience increases the likelihood of participation in general noticeboard discussions where sanctions of individual editors and specific rule interpretations are discussed in detail. Experienced editors also become aware of administrator elections and arbitration committee elections, which are important levers of power on Wikipedia.

Second, there is power in numbers. It is easier for PF members to fall afoul of the rules if they are frequently at a numerical disadvantage in editing disputes. It makes them less likely to win content disputes (which are often determined by numbers), forces them to spend more time to advance their views, and makes them more likely to have to edit-war (make frequent reverts of AF editors). Whereas multiple AF editors can share the

[36] Administrators are well-respected members of the Wikipedia community who must demonstrate an understanding of the nuances of the Wikipedia guidelines and demonstrate an aptitude for interacting well with other Wikipedians. In "requests for adminship" discussions, editors frequently remark on whether they perceive the editor to have a track record of working collaboratively with other editors or having a combative track record. Requests by inexperienced editors are declined, with editors encouraged to apply again at a future date when they have accumulated knowhow and a proven track record of collaborative editing.

burden of doing reverts of PF's edits and not violate any edit-warring restrictions, a PF editor may be forced to do multiple reverts, thus risking sanction.

Third, the gradual development of a sourcing hierarchy – whereby some sources were deemed reliable, and others were deemed unreliable – created advantages for AF editors. The culmination of a long, gradual conflict over the use of sources on Wikipedia was the 2017 vote to deprecate (ban) the *Daily Mail*, a British tabloid, from being used as a source for statements of fact. Over the next four years, 38 additional sources were deprecated.

Source	**Deprecation**
Daily Mail	8 February 2017
InfoWars	30 August 2018
Breitbart News	25 September 2018
Occupy Democrats	25 September 2018
WorldNetDaily	11 December 2018
VDARE	22 December 2018
The Sun (UK)	18 January 2019
The Daily Caller	13 February 2019
Last.fm	23 February 2019
NNDB	23 February 2019
Rate Your Music	23 February 2019
National Enquirer	17 March 2019
Crunchbase	18 March 2019
Telesur	31 March 2019
HispanTV	19 May 2019
LifeSiteNews	4 July 2019
MintPress News	4 July 2019
Taki's Magazine	3 October 2019
The Gateway Pundit	21 November 2019
News of the World	4 December 2019
The Epoch Times	6 December 2019
Lenta.ru	21 December 2019
One America News Network	21 December 2019
Veterans Today	21 December 2019
The Grayzone	8 March 2020
Peerage websites	26 May 2020
RT (Russia Today)	27 May 2020

Sputnik	6 June 2020
Voltaire Network	12 June 2020
News Break	1 July 2020
Zero Hedge	16 July 2020
FrontPage Magazine	18 July 2020
Baidu Baike	4 August 2020
Global Times	4 September 2020
China Global Television Network	15 September 2020
Daily Star (UK)	21 September 2020
The Mail on Sunday	16 November 2020
Newsmax	20 November 2020
Jihad Watch	20 January 2021
Bestgore.com	24 April 2021
Press TV	24 June 2021

Table 2: Wikipedia's List of Deprecated Websites, as of 4 September 2021.[37]

The gradual development of the sourcing hierarchy reflects how the Wikipedia community shifted its understanding of reliability over time, facilitated by the experience and numerical advantage of AF. An examination of pages in the early years of Wikipedia shows that Wikipedians had very lax standards for sourcing. By the mid-2000s, momentum had formed to privilege scientific publications. This did not mean that other sources were unusable, but that priority and prominence should be afforded to scientific publications. During these early years, Wikipedians did not appear to distinguish between news sources in terms of reliability in any clear manner. Articles into the 2010s show considerable usage of sources that would ultimately by the mid-2010s be deemed unreliable, including sources that were deprecated from 2017 onwards.[38] Discussions about these sources in the previous

[37] Wikipedia (2021a). In addition to these websites, it was determined that sources widely described by reliable sources to be state-sponsored disinformation should be deprecated.

[38] Wikipedia editors distinguish between sources that are (1) generally reliable (across issue areas), (2) specifically reliable (within an issue area), (3) neither reliable nor unreliable (cases where editors could not reach a consensus on the reliability of a source), (4) generally unreliable (the source is considered highly questionable and should generally not be used) and (5) deprecated (usage of the source is generally prohibited). Over time, Wikipedia editors have developed a clear hierarchy whereby sources have either moved firmly into category 1 or been demoted to categories 3, 4 and 5.

years had not concluded with support to prohibit them, demonstrating a change in how the community looked at them. The key difference is that the ranks of PF editors who blocked previous attempts to ban sources had been thinned out considerably by 2017.

This hierarchy of sources has implications both for what kind of content can be added to Wikipedia and how it will be phrased. For example, if the *New York Times* (a source that Wikipedia editors came to recognize as highly reliable) describe something as a conspiracy theory, whereas the *New York Post* (a source that Wikipedia editors have determined to be unreliable) differs with that description, then Wikipedia content can be added that firmly states in Wikipedia's voice that something is a conspiracy theory. Under a previous collective understanding of Wikipedia's rules, Wikipedia's content would not give a firm statement in Wikipedia's voice but would rather attribute particular claims to the *Times* and attribute rebuttal claims to the *Post*. Thus, over time, Wikipedia has accepted the use of contested labels and taken sides on contested subjects, ultimately producing a type of content that is distinctly anti-pseudoscience and anti-conspiracy theories, and which has the perception of a liberal bent in U.S. politics.

Each shift in policy further weakened the position of PF in editing disputes and made the editing experience less rewarding for those editors because they ended up on the losing end of content disputes. Over time, PF editors responded in three ways[39]:

1. **Fight back:** By increasingly editing against consensus and in violation of new interpretations of Wikipedia policy. These editors were subsequently banned.
2. **Withdraw:** By leaving Wikipedia or reducing their contributions.
3. **Acquiesce:** By gradually adapting to the new interpretations of Wikipedia policy.

[39] The responses line up well with Albert Hirschman's *Exit, Voice and Loyalty* (1970) framework.

Article-by-article evidence substantiates these patterns, with prominent PF editors getting banned, retiring, or adjusting to new interpretations of Wikipedia guidelines.[40] In explaining their departure on their talk page, retired PF editors frequently decried what they perceived as Wikipedia's increased bias, hostile editing environment, and the pointlessness of fighting against what they described as a cabal. This stands in contrast by the explanations offered by non-PF members for retiring. Some PF editors proved more flexible to Wikipedia's changing environment, acquiescing to new interpretations of Wikipedia policy. For example, a PF editor might affirm the new standards in Wikipedia's sourcing policy by insisting that content from a source like the *New York Times* should be stated in Wikipedia's own voice when a *Times* story criticizes a left-leaning politician or left-leaning cause. However, in doing so, those PF editors help enshrine the emerging new interpretations of Wikipedia guidelines.

In addition to article-by-article evidence of departures of Wikipedia editors, the chapter uses a sample of hotly contested referenda (where editors are asked to express their views about the NPOV rule's application to fringe topics) to gauge whether the disappearance of PF editors (measured by their support or opposition for a fringe position) is systemic across the encyclopedia. This is a unique and useful data source that shows that the relative disappearance of PF editors is systemic.

Votes	**Exits as a share of AF voters (by Aug 2020)**	**Exits as a share of PF vote (by Aug 2020)**

[40] To assess bans, the chapter examines block logs for individual editors, as well as Wikipedia's arbitration enforcement log for topic bans. To assess withdrawals (retirements or reductions in contributions), the chapter uses the Wikimedia Foundation's Xtools (which shows granular statistics for individual editors), as well as qualitatively assesses the nature of these edits on each editor's "user contributions" tab on Wikipedia.

2011 vote on “hate-group” designation in the lead of the Family Research Council	33%	78%
2012 vote on “hate-group” designation in the lead of the Family Research Council	64%	81%
A 2014 discussion on sanctioning a PF editor	29%	67%
A 2016 discussion on including a sentence in Donald Trump’s lead that stated in WP voice that "many" of Trump's statements have been "false"	21%	52%
2017 vote on whether to deprecate the *Daily Mail*	22%	28%

Table 3. Referenda and Subsequent Exits

The raw numbers undersell the importance of those who have departed the encyclopedia. Many of the departees were highly prolific experienced editors from PF, whereas many of the editors who sided with AF and disappeared over time were not highly prolific editors in the first place. These disproportionate exits meant that over time, understandings in line with AF’s interpretation of Wikipedia policy become taken-for-granted as the way the rules should be interpreted, causing gradual institutional changes that amount to a drastic institutional change over a nearly 20-year period.

My account conflicts with other accounts of Wikipedia, which misleadingly suggests a strong status quo nature in Wikipedia content and rule applications (e.g. Reagle 2010; Heaberlin and DeDeo 2016). Heaberlin and DeDeo (2016) conclude that Wikipedia’s early rules have a sticky and conservative nature to them because Wikipedia editors persistently cite the NPOV guideline and other early guidelines. However, what Heaberlin and DeDeo (2016) miss is that despite citing the same guidelines over time, Wikipedians’ *understanding* of NPOV and other guidelines change over time.

Alternative Explanations

This chapter has sought to explain why content on the English Wikipedia transformed drastically over time. The explanation hinges on endogenous factors related

to early victories, feedback effects, and population loss. In this section, the chapter examines several alternative explanations, finding that they are inapplicable and generally inconsistent with the data.[41]

External Events and Processes

One alternative hypothesis is that external events caused ideational change among Wikipedians. For example, Donald Trump's 2016 election, the 2016 Brexit referendum, and the emergence of "fake news" websites may have caused Wikipedians to re-evaluate how they understand the rules of Wikipedia and the role of Wikipedia in society. However, as the chapter documented, the transformation on Wikipedia has been gradual over time, preceding prominent shocks from 2016. Furthermore, the emergence of "fake news" websites does not fit neatly with Wikipedians' decision to deprecate long-standing traditional news sources, such as the *Daily Mail*. The events of 2015–2016 did not bring source reliability to the fore in a new way on Wikipedia. Rather, Wikipedians had intensely debated the reliability of sources for nearly a decade prior. It took Wikipedians until 2017 to start deprecating sources because the editors that previously vetoed such attempts were no longer active on the encyclopedia.[42]

Another version of this hypothesis is that slow exogenous processes led Wikipedians to re-evaluate their own attitudes towards the guidelines. For example, Wikipedians may have increasingly come to hold more pro-LGBT views, stronger anti-racism views, and pro-science attitudes. While attitudinal change can certainly be documented among certain Wikipedians, they have remained very stable among many of

[41] See Bennett (2008) on adjudicating between competing explanations through process tracing.
[42] Wikipedia's Reliable Sources noticeboard, the key body for evaluating source reliability, was established in 2007.

those belonging to AF and PF, as they vote consistently for and against certain items in predictable ways over long time periods. If a disproportionate number of PF editors had not disappeared over time, they would have been able to block drastic changes.

A third version of this hypothesis is that the sources that Wikipedia relies on for content changed how they cover pseudoscience, conspiracy theories, and extremism. In other words, the news media and the scientific community changed, not Wikipedia. While it is true that Wikipedia is necessarily a reflection of what sources say, it is not correct that news sources and studies have uniformly moved in the same direction on all the subject matters listed in Table 1 and Appendix A. Even on subject matters where coverage has changed, such as climate change, climate change denial sources have changed tactics in how they argue against climate change. Rather than deny that any warming has occurred, they dispute the precise role of human activity, emphasize how "alarmist" mainstream climate scientists are, and highlight events that purportedly contradict the scientific consensus. Rather than reflect these updates to climate change denialism in mainstream sources, Wikipedians have simply excluded or debunked climate change denial rhetoric in articles. Furthermore, the particular sources that continued to promote pseudoscience, conspiracy theories and extremism were over time ultimately deemed unreliable on Wikipedia.

Influx of New Editors

Anyone can create a Wikipedia account and edit. It is therefore reasonable to query whether Wikipedia experienced an influx of new editors with new ideas, thus causing the transformation over time. This would mean that the old guard of Wikipedia editors were simply replaced or outmaneuvered by a new breed of editors. There are several reasons

why this is unlikely to have caused the transformation. Wikipedia has a very rigid and complex structure of rules and norms. New editors that edit in ways that older editors disapprove of often find themselves in trouble. As highlighted above, experience is a source of power on Wikipedia that makes it easier for the old guard to shape the encyclopedia, both by sanctioning disruptive newcomers and by indoctrinating newcomers into a "correct" way of editing. Newcomers therefore find themselves forced to assimilate or be booted off the platform. It is also unlikely that the later generation of Wikipedia editors tended to be more likely to be experts and predisposed to mainstream science than the first movers on Wikipedia. Judging by editor self-descriptions, many of the earliest Wikipedians were scientists or had advanced degrees, in particular among editors on pages related to pseudoscience.

Status Seeking

Another hypothesis is that Wikipedians desire validation of the encyclopedia or themselves by the outside world. The hypothesis is problematic for several reasons. In terms of individual status, most Wikipedians appear to edit pseudonymously. Consequently, they do not gain status by the outside world for their efforts on the encyclopedia. Also, if Wikipedians seek status, what kind of status would they seek? From whom? It is reasonable to assume that the kinds of Wikipedians who seek status might seek it from different actors, some of whom may staunchly oppose Wikipedia's transformation.

In terms of achieving status for Wikipedia as a whole, most of the internal discussions about Wikipedia's standing in the world emphasize the risks that come with moving away from stricter neutrality and the "teach the controversy" approach. Opponents of Wikipedia's transformation frequently say it jeopardizes the encyclopedia's external

legitimacy, whereas one rarely sees supporters of the transformation argue that the encyclopedia needs to transform in order to fulfill broader social purposes and be considered legitimate by the outside world. Wikipedians may hold those views privately, but they are rare in public discussions. Lastly, if Wikipedians want external validation of Wikipedia, then it can be risky to move from the stricter versions of neutrality and hands-off approaches adopted by other platforms, and taking actions that could be seen as biased and anti-conservative. One can frequently observe articles in partisan media about biases on Wikipedia, along with frequent comments on Wikipedia talk pages where editors insist they will stop editing and donating money to Wikipedia due to perceived biases.

Functional Problems

Another possible explanation for Wikipedia's transformation is that the old understanding of Wikipedia's rules was unsatisfying in dealing with new problems that emerged, such as being inundated with content related to fake news, conspiracy theories and extremism, thus necessitating a new understanding of the rules for content. This is inconsistent with the fact that Wikipedia was full of content sourced to outlets that promoted falsehoods, conspiracy theories and extremism in its early years and well into the 2010s. When news sources began to be deprecated, editors often had to scrub copious content sourced across the encyclopedia sourced to the newly deprecated sources. Those citations were frequently added in the early years of Wikipedia. In later years, it became harder to use those sources in practice (preceding their deprecation), which meant that it was not a common problem plaguing Wikipedia editors that needed fixing in the later years. Some editors oppose deprecations of sources on principle, arguing that that the deprecation

of a particular source is pointless, given that the community generally blocks the addition of the source anyway through the normal editing practices.

Interventions by the heads of Wikipedia

Another hypothesis is that the transformation was caused by interventions by the Wikimedia Foundation, the body that runs Wikipedia, or by Jimmy Wales, one of Wikipedia's founders and figurehead. Whereas Wales did serve as a "benevolent dictator" of Wikipedia in its early years, he primarily deferred to the community of users in substantive decision-making on content. In 2003, he set up the Arbitration committee to settle disputes related to user conduct. This body became a Supreme Court of sorts on Wikipedia, and its members are elected by the Wikipedia userbase. Wales did have outsized powers on paper until 2009 when the Arbitration Committee stripped him of the powers after he abused the powers. However, he did not use those powers to shape the rules or the content that pertained to the transformation documented in this chapter.[43] In other words, he was a ceremonial head. Similarly, the Wikimedia Foundation has not intervened in the rules or specific content in a way that would cause the transformation. For all intents and purposes, the power and decision-making lie with the userbase.

Conclusion

Since its inception in 2001, Wikipedia has transformed from an encyclopedia that adopted a strict "teach the controversy" approach (whereby a diversity of opinions and sources were reflected in articles) to one where Wikipedia takes firm sides on contested

[43] Wales relinquished his powers to block users in 2009 due to a user revolt sparked by Wales's decision to block a popular administrator for incivility on the English Wikipedia (Wikipedia 2009). Wales relinquished his remaining privileges in 2010 after he acted unilaterally to remove purportedly pornographic content from Wikipedia, thus side-stepping the Wikipedia's community decision-making procedures and sparking a user revolt.

subjects. Whereas Wikipedia used to normalize and lend credence to pseudoscience, conspiracy theories and fringe rhetoric, it has over time become firmly anti-pseudoscience and anti-conspiracy theories.

This transformation occurred through endogenous processes that were ultimately rooted in rule ambiguity, early dispute outcomes, and population loss. The resolution of early disputes in several areas of the encyclopedia demobilized certain types of editors (while mobilizing others) and strengthened certain understandings of Wikipedia's ambiguous rules (while weakening other understandings of Wikipedia rules).

Chapter 4: Temporal Shifts in the Power of Users, Businesses, and States

User-generated platforms exhibit substantial variation in their institutional characteristics. On some platforms, users exert considerable power over platform policies, whereas other platforms are highly unresponsive to user demands. At one extreme, Wikipedia has a highly democratic internal structure and is weakly responsive to outside actors. At the other end, Facebook has a distinctly undemocratic internal structure and is substantially responsive to outside actors. Reddit occupies a middle-ground, as the platform is simultaneously responsive to user demands and mindful of state regulation and business boycotts. What explains this variation? Under what conditions are digital platforms responsive to pressures from users, businesses, and states?

This chapter proposes an explanation for the variation in institutional characteristics across platforms and within platforms over time. Using insights from historical institutionalism, this chapter proposes that timing, sequencing, and path dependence play crucial roles in the institutional characteristics of digital platforms. Early in the life of a platform, users exert considerable power due to the platform's fragility and the abundance of exit options for users. If users are dissatisfied with a platform's operation, they can exit to different platforms. This gives users considerable leverage with which they can pressure the platform. Most importantly, users have a unique opportunity to lock in institutional reforms that give the users considerable power over the long-term trajectory of the platform. If platforms are not responsive to user revolts, then users exit and join alternative platforms that provide a similar service.

The power of users attenuates as the platform grows and becomes a more central node in the larger platform economy. When the platform becomes large, users face greater

collective action problems in protesting the platform's policies, as well as greater exit costs. In a reformulation of Albert Hirschman's *Exit, Voice and Loyalty* (1970) framework, platform users become less able to exercise their voice to a meaningful end because the exit option is not credible. When a platform becomes dominant in its space, users face considerable costs in collectively migrating to a different platform. Large setup costs, learning effects, coordination effects, and adaptive expectations lead users to stick with a suboptimal and unresponsive platform, as it is too costly to coordinate upon an alternative platform.[44]

When the platform grows, users lose the ability to push for change within the platform. However, the platform still remains responsive to other actors, namely businesses and states. These actors become more important focal points for pressure on digital platforms, as they still have the means to harm a platform through organized boycotts or government intervention. This means two things. First, users focus their protests on businesses and governments, arguing for boycotts and state regulation against the platform. Whereas users could pressure small platforms directly, the only remaining lever of pressure is through intermediaries (businesses and states). Second, other actors in society who are affected by the platforms increasingly try to pressure the platforms through boycotts and government intervention. As platforms become larger, they have greater social, political, and economic effects, which leads those affected by the platforms to try to alter these effects. Consequently, users have to compete with a broader range of actors to influence the platform.

[44] See Pierson (2000).

The chapter assesses the theory with a comparative case study of Facebook, Wikipedia, Digg, and Reddit. These cases vary in key dimensions. Facebook, Wikipedia, and Reddit consistently grew over time to become dominant platforms in their space. All three organizations catered considerably to user demands early on, but there is variation in the extent to which users successfully locked in institutions that retained user power. Early revolts on Wikipedia led to institutional characteristics that placed nearly all power in the hands of the user community; Reddit maintained quasi-democratic characteristics by giving substantial power to volunteer users who run subreddits as moderators; and Facebook removed users' advisory power once it became a dominant platform. In Digg's case, the organization catered to users early on and had institutional characteristics conducive to collective action, but the platform's inattentiveness to user demands at a key juncture prompted mass user exit to a credible competitor platform, Reddit. To assess the plausibility of the theory, the chapter relies on online archival data, secondary reporting related to internal debates among the leadership of the organizations, and, in the case of Facebook, internal communications that were made publicly available in antitrust lawsuits.

The chapter makes several contributions. First, it provides analytical accounts of the institutional characteristics and transformations of several digital platform organizations. These accounts are valuable because platforms are intrinsically important organizations that shape lives and society.[45] It is worthwhile for political scientists to understand the internal politics of the platforms, as well as the oft forgotten early history of the platform economy. Furthermore, what these organizations say, do, and allow on their platform affects politics more generally, which makes it important to understand the precise

[45] See Farrell (2012).

nature of their relationship with businesses and states. In contrast to much existing work on digital technology in political science, which highlights interactions between platforms and states, this chapter emphasizes the importance of user power in understanding digital platforms. Second, digital platforms can shed light on important debates in the social sciences about governance, revolts, and democracy, as well as political economy. The richness of data and the speed of interactions in the platform economy creates opportunities to assess major debates about democratization and social movements in ways that are difficult in non-digital environments. This chapter's findings are consistent with theories of democratization that see the emergence of democratic institutions as the result of a bargain between weak rulers and a relatively strong population with the means to harm the leader through resistance or exit. The chapter also highlights the importance of contingency and lock-in: groups that have a temporary power advantage can lock in their advantages through institutions.

A Temporal Theory of Institutional Change

Building on the existing literature on network effects and the multisided nature of platforms (see chapter 2), this chapter provides a theory of power dynamics and institutional changes on digital platforms. It does so by combining insights from the non-political science literature on digital platform organizations with the historical institutionalism literature in political science.

This chapter argues that platforms are most responsive to users in the early years of the platform. This is when the platform is in the process of expanding its network and is highly vulnerable to challengers and competitors. During this period, owners fear that users will exit the platform, particularly in situations that enable coordinated exit. Thus,

platforms are extremely responsive to user grievances. In terms of Hirschman's *Exit, Voice and Loyalty* framework, users have credible exit options that raise the power of their voice. However, as the platform becomes larger and more stable, and exit options narrow, threats to exit lose their credibility and importance. Users become more loyal, and platforms have weaker incentives to implement institutional changes in response to user demands.

Large setup costs, learning effects, coordination effects, and adaptive expectations lead users to stick with a suboptimal platform. As the platform grows in network size and centrality, the setup costs of creating a new institution increases; it becomes more costly for users to learn to operate alternative platforms; it becomes harder for users and other relevant actors to coordinate around a new platform; and actors increasingly orient their behavior around the dominant platform. In other words, it becomes exponentially more difficult for users to credibly threaten the survival of the platform through a user revolt.

There is a major exception to this trend: If users successfully push for institutions that lock in user power at critical early junctures, they can retain leverage even as the platform grows and begins to face less serious competition from other platforms. These institutions formalize involvement by the user community in the governance of the platform, raise the costs for the platform in reneging on user rights, create a focal point of coordination, and generally make it easier for users to engage in collective action. The restraining power of these institutions is similar to that of representative institutions in democratic political systems. Some platforms have institutions that are akin to parliaments and judiciaries, as well as institutions that disperse power throughout the platform in ways akin to feudalism. One unique power resource for users on platforms is the ability to fork. A fork is when a platform makes its software free and open-source, thus allowing users to

use the platform's software to set up a new platform without permission by the original developer.

This explanation for institutional change on platforms draws on political science research on democratization that links the creation of democratic institutions to the presence of powerful groups with the means to harm rulers through resistance or exit (Bates and Lien 1985; Stasavage 2016; Deudney 2007; Moller 2014). According to Kenkel and Paine (2023), rulers are more likely to establish representative institutions when the ruler faces the threat of external war and when elites in the polity have mobile wealth and exit options. According to Stasavage (2016), representative government emerged in Western Europe after the collapse of the Western Roman Empire because the rulers of Europe's small fragmented polities needed the consent of the governed in order to extract the resources needed to defend their polity from external threats. Bates and Lien (1985) argue that competitive pressures in the European state system led rulers to diffuse power to asset-owners within their borders in exchange for taxation. In Deudney's (2007, 54, 127–129) account of republican enlightenment thought, republicanism only had the potential to emerge in small polities because collective action costs and power asymmetry between the ruler and the governed increased with size. Moller (2014) attributes the absence of hegemony (relative to ancient China or the Middle East) in the European state system to the fact that European rulers had to constantly negotiate with powerful societal actors for the resources needed to enable further expansion. Kennedy (2022), Nikolova (2017) and Engerman and Sokoloff (2005) have linked the emergence and expansion of suffrage institutions in British American colonies and independent states in the Americas to labor scarcities and a demand for migrant workers.

Similar to the aforementioned works, the empirical section of this chapter examines how democratic institutions formed on Wikipedia and how its "benevolent dictator" Jimmy Wales was stripped of his powers; how the unresponsiveness of Digg to user demands led to its fall and to the rise of Reddit; how Reddit's quasi-democratic features gave it the edge in the competition against Digg and gave powerful users the means to restrain what the Reddit leadership could do; and how Facebook showed extreme caution towards its users in the 2000s (such as implementing democratic referenda) but not in the 2010s.

This chapter offers a parsimonious explanation for institutional change on digital platforms.[46] It would thus carry explanatory power and be generalizable to more cases than those studied.[47] The theory outlined here does not make deterministic claims but probabilistic ones. It makes "more"/"less likely" claims about the implications of network size for the power of users, businesses, and states.[48] This theory of institutional change on digital platforms entails causal processes. It has observable implications that are falsifiable[49] and can be adjudicated in relation to plausible alternative hypotheses.[50]

The first scope condition of the theory is that it only applies to digital platform organizations. This scope condition arises from the importance of network effects, which are uniquely applicable to these organizations. A second scope condition is that the theory cannot explain institutional dynamics on platforms that purposely seek to be small and exclusive in the long-run. There may be platforms where the owner and users seek out a

[46] King et al. (1994, 123) argue that a curtailed number of explanatory variables can maximize leverage. Geddes (2003, 7) recommends that theories be "simple...[yet] apply broadly."
[47] Case studies can be generalizable if the chosen cases are representative of the total population (King et al. 1994) or a class of cases (George and Bennett 2005, 110).
[48] This means that users could successfully stage a user revolt on a digital platform with large network size. It just becomes *harder* ass the network size increases.
[49] Geddes (2003), and King et al. (1994) emphasize that hypotheses have to be falsifiable.
[50] See Fairfield and Charman (2017), and George and Bennett (2005).

boutique experience (for example, a small online discussion forum). A third scope condition is that this theory holds in democratic countries where governments permit free speech and free enterprise. In authoritarian countries, the dynamics of the platform economy may be different, as governments severely constrain speech and markets with implications for what kinds of digital platforms can emerge. A fourth scope condition is that the theory might only apply to digital platforms where the users provide free content to the platform. The extent to which the theory applies to digital platforms that solely entail monetary transactions between sellers and buyers should be assessed in future studies.

The independent variable is "network dominance," whereas the dependent variables are "user power," "business power," and "state power." Network dominance is measured as the size and centrality of a platform within larger networks. This is necessarily a qualitative and multi-faceted relational variable that captures the dependence of users and complementors to one platform over competing platforms. The power of users, businesses, and the state are measured by the degree to which these actors can compel digital platforms to take actions that the platforms otherwise would not. Compellence against the digital platforms can entail clearly stated threats to take actions against a platform, as well as the implicit risk that the actors will act against the platform even if the actors do not specify it in advance.[51] Internal communications among platform staff and their responsiveness to perceived user grievances provide important pieces of evidence to gauge user power.

Research Design

[51] In other words, if the digital platforms are implementing institutional changes or avoiding implementing institutional changes in expectation of being compelled by one of these actors, then that is a measure of one of those actor's power. Excluding such cases would result in selection bias and flawed measurements.

This chapter assesses the veracity of the theory using cases from four platform organizations (Wikipedia, Facebook, Digg and Reddit) where users provide content and value to the platforms for free. The four platforms are chosen because they are important, understudied, and varied.[52] Each case has a vast number of observations with which to assess the theory.[53] The cases allow for generalizability, but are also few enough to provide descriptive richness and maintain internal validity.[54]

Each of the four organizations has variation in terms of successful and failed user revolts over time. A user revolt is when users openly and collectively protest the policies and functions of a platform. Revolts may vary in the number and composition of users, and success and failure lie on a spectrum. For the purposes of this chapter, a successful user revolt is when the threat of or implementation of a revolt leads the platform to adjust its policies in line with those of the protestors. In other words, what the chapter primarily looks at is whether the leaders of the organizations *respond* to user revolts with *institutional changes* that are intended to reduce user grievances.

The chapter assesses the theory through process-tracing. It relies on a variety of data sources, such as contemporaneous news reporting, statements by the platforms and its leaders, secondary scholarly publications, and evidentiary documents from legal cases involving the platforms (which show internal platform deliberations). The observable implications of the chapter's theory are that each platform offers quick and strong

[52] The cases are not randomly chosen. Random selection of cases is ill-advised in case study research for a number of reasons (King et al. 1994, 126, 135; George and Bennett 2005; Geddes 2003; Mahoney and Goertz 2012; Fairfield and Charman 2017; Braumoeller and Carson 2011). Cases should instead be chosen in a way that provides maximal leverage in evaluating the hypotheses of interest. The inclusion of irrelevant cases may bias the results (Braumoeller and Carson 2011).

[53] See King et al. (1994, 52–53, 117–118, 217–218), Geddes (2003) and George and Bennett (2005) on the value of a large number of observations.

[54] While King et al. (1994, 25) advocate for large N, they also recognize that there are practical limits to the number of cases that can be studied

responses to user revolts in the early years of the platform, a period during which business boycotts and state intervention are non-existent or relatively minor. As the platform grows larger, it offers weaker and delayed responses to user revolts, while responding quickly to business boycotts and threats of state intervention. Furthermore, internal deliberations among the leadership in the platform should reflect this temporal variation. The one exception to these temporal variations is whether users manage to lock in institutional arrangements that make it easier to engage in collective action and compel the platform.

Wikipedia

Wikipedia was founded in 2001 by Jimmy Wales and Larry Sanger. It is an online encyclopedia built on an open-source peer collaboration organizational model. The encyclopedia is free to use, and anyone can edit it. There are more than 43 million registered Wikipedia accounts, of which approximately 130,000 are held by active editors (Wikipedia 2022b). Wikipedia is one of the most popular websites in the world. The English Wikipedia is frequently at the top or near the top of Google searches for a known person or event in the English language (Vincent and Hecht 2021). Wikipedia is widely perceived as a trustworthy and reliable source of information, giving it considerable power in public discourse and ideational diffusion. Furthermore, large technology companies like YouTube, Facebook, Google, and Twitter have incorporated Wikipedia into their own platforms.

This section of the chapter examines several revolts: (i) the 2002 revolt against advertisement on the platform, (ii) the gradual removal of Wales's powers over the period 2003–2010, and (iii) the 2006 conservative revolt. The first two revolts were successful, whereas the 2006 conservative revolt was not. The successful revolts were due to credible

threats of exit and use of Wikipedia's institutional features by long-standing Wikipedia users. The failure of the 2006 revolt can be traced to the outsider status of the revolting users and their failure to use existing institutions to achieve their goals. The negative case is consistent with the mechanisms of the theory.

The 2002 Revolt against Advertisement

On February 26, 2002, an influential editor on the Spanish Wikipedia created a "fork" of Wikipedia, thus establishing *Enciclopedia Libre*. He did so because he wanted Wikipedia to commit to preventing advertising on the platform and to change its domain from .com to .org. Prior to this fork, Wales had equivocated about advertising on the platform, making comments that the editor in question believed showed an intention to introduce ads on the platform. The editor in question was a top editor on Wikipedia, meaning he contributed extensively to Wikipedia pages and was on good terms with many members of the then-small Spanish editor community. Due to the editor's stature in the community and the small number of editors, he was able to persuade a large core of his fellow top editors on the Spanish Wikipedia to join him in the creation of *Enciclopedia Libre* (Reagle 2010; Jemielniak 2014; Tkacz 2015). The new fork was an existential threat to Wikipedia. A month after the fork's creation, *Enciclopedia Libre* had double the number of pages on the Spanish Wikipedia (Wikipedia 2022a). The success of the fork threatened to fragment the open-access online encyclopedia space, potentially even creating a more successful version of Wikipedia. The survival and strength of Wikipedia was at stake.

Six months after the fork, *Enciclopedia Libre* was approximately six times larger than the Spanish Wikipedia in terms of encyclopedia entries (Wikipedia 2020a). At that time, Wales relented and committed to prohibiting ads on Wikipedia. The Wikipedia

domain changed from .com to .org, entailing a commitment to the non-profit status of Wikipedia. Shortly thereafter, *Enciclopedia Libre* was largely abandoned, and the Spanish editors returned to the fold (Reagle 2010; Jemielniak 2014; Tkacz 2015). The commitment to prohibiting advertisements on Wikipedia had serious implications, as the encyclopedia could have become profit-driven and beholden to advertisers and other business interests were it not for the ban. In 2013, ad space on Wikipedia was valued as high as $5 billion (Chozick 2013).

The Removal of Jimmy Wales's Powers

Over the course of Wikipedia's lifespan, Wales gradually lost more and more power. Though he was "the final authority" in Wikipedia's early days (Jemielniak 2014, 159),[55] he had, in practice, lost nearly all power by 2010. Wales's decision to create a dispute settlement body in 2003—to deal with the large numbers of disputes that he could not personally settle due to time constraints—represents a prominent turning point in Wikipedia's history. Prior to doing so, Wales had the sole authority to settle disputes with bans and sanctions against editors. Wales handpicked the members of this body, the "Arbitration committee," who held limited terms. The body became Wikipedia's Supreme Court. Formally, Wales appoints members of the committee, but in practice, his appointment powers were quickly curtailed.[56]

In the period after the creation of the Arbitration Committee, an expectation was set that Wales would not use his powers in ways inconsistent with accepted norms. In 2009, he prominently went outside of these norms when he used his blocking powers to ban a

[55] In the early days of Wikipedia, Wales was sometimes referred to as a "benevolent dictator." Formal power and authority were in his hands, but he usually deferred to community consensus (Jemielniak 2014, 160).
[56] As soon as 2005, the members of the Arbitration Committee reflected a combination of arbitrators who had been handpicked by Wales without advisory elections and picked by Wales after advisory elections.

popular administrator on the English Wikipedia. The action sparked a furor on Wikipedia. Ultimately, the Arbitration Committee, the very body that Wales created years earlier, rendered a judgment that Wales had failed to follow Wikipedia guidelines on blocking policy. Subsequently, the administrator's position was restored and Wales relinquished his own blocking power. Jemielniak (2014, 163) writes that this moment "symbolically marks the moment when the Arbitration Committee started to exert its authority over Wales, rather than the other way around." Shortly thereafter, Wales also relinquished his power to ignore the outcomes of advisory elections for the Arbitration Committee, turning his role of appointing arbitrators into a purely ceremonial one (Jemielniak 2014, 164).

A situation in 2010 brought Wales into conflict with the community again. That year, Fox News reported on the presence of pornographic images and drawings on Wikipedia, including purported child pornography. Wales saw this situation as a threat to the reputation of Wikipedia. Rather than let Wikipedia's community decision-making procedures guide the decision whether to remove the content, Wales acted unilaterally to remove the content and ignored community discussions. This created a user revolt, leading approximately 75 percent of participants in a Wikipedia quorum to vote to strip Wales of his power, and numerous powerful top editors threatened to exit the Wikipedia project unless Wales acceded. Wales ultimately relinquished virtually all his remaining powers. Thus, less than ten years after the creation of Wikipedia, Wales had lost all but his ceremonial powers.

2006 Conservative Revolt

The success of the Spanish fork stands in contrast with attempts in 2006 to fork Wikipedia due to conservative user disapprovals of the perceived ideological bent of

Wikipedia content. Conservative users created two separate encyclopedias, *Conservapedia* and *Metapedia*. However, these forks were not threats to Wikipedia. By 2006, Wikipedia had become large and stable: it was a successful focal point for individuals interested in building encyclopedic content. A fragmentation of the online encyclopedic space was not likely. Most important of all, however, is that these two user revolts were not driven by top Wikipedia editors, but rather by inexperienced editors who had sought to alter Wikipedia content briefly and unsuccessfully. As a result, these editors had no clout in the Wikipedia community and had little ability to persuade similar-minded Wikipedia editors to exit. In other words, they did not use Wikipedia's internal institutions to coordinate collective action.

In theory, the successful forking of Wikipedia over conservative grievances might have been a threat to Wikipedia, as it could have delegitimized Wikipedia as a biased source. However, because the forks occurred so belatedly and were organized so poorly, they were not credible threats to Wikipedia and did not lead to institutional changes on the platform. Had this revolt occurred earlier and been led by top insiders, it may have prompted Wikipedia to introduce policies to guard against purported liberal or anti-conservative biases.

In short, the successful revolts against advertisement and Wales's overreach indicate that top users leveraged their value to the encyclopedia and their ability to coordinate collective action to get Wikipedia's founder Jimmy Wales to surrender a substantial part of his power and to create institutions that ensured self-governance by the userbase. Crucially, this happened early in the platform's life, when Wikipedia was not yet a stable and successful platform. As the size, popularity, and power of Wikipedia has

increased over time, threats to exit the platform and create an alternative encyclopedia are no longer credible threats against Wikipedia. Thus, the attempts by conservatives and far-right individuals to rectify what they considered to be the "liberal bias" of Wikipedia failed, as their alternative encyclopedias, *Metapedia* and *Conservapedia*, were not credible threats against Wikipedia by 2006. Furthermore, the Wikipedia users who were inspired to create those alternatives were not elite users who had a long record of contributing to Wikipedia or an ability to persuade other editors to depart en masse.

Facebook

Facebook is a social networking platform founded in 2004 by Mark Zuckerberg and several fellow Harvard University students. By 2008, Facebook reached 100 million active users, and surpassed its main competitor Myspace in popularity (Arrington 2008). By 2012, it reached a billion active users (CNN 2012) and held its initial public offering (IPO). By 2015, Facebook had the most active users by platform and was among the top five largest platform companies in terms of market value (Evans and Gawer 2016).

This section examines three phenomena: (i) User revolts during Facebook's early years, (ii) Facebook's introduction of direct democracy, and (iii) post-2016 institutional changes in response to business and state pressures. These cases show that Facebook was highly responsive to user demands in its early years, unresponsive to users after achieving market dominance in its later years, and responsive exclusively to businesses and state pressures in later years.

User Revolts in Facebook's Early Years

In the early years of Facebook, Facebook demonstrated considerable responsiveness to users. Reportedly, Zuckerberg was so concerned about user satisfaction

that he rejected ideas to introduce advertisements and other commercial content on Facebook in its early years, even though it would have created short-term profitability for the company (Kirkpatrick 2010). An internal 2008 Facebook report found that one of the pillars of Facebook's success was its responsiveness to user demands for privacy and control of their own data (States v. Facebook 2020, 23). A number of user revolts in the early years of Facebook demonstrate how responsive Facebook was to user demands and how spooked Facebook was at the possibility of losing users to then-viable competitors.

In 2006, users revolted when Facebook launched its news feed function because of concerns that the content posted on an individual's page would appear to people outside the friend network. The concerns were misguided (users' privacy settings remained the same) but demonstrated that a large section of the userbase would hold Facebook accountable to alterations to users' privacy and that users would be hostile to any restrictions to their rights (Arrington 2006). More than 700,000 users joined protest groups over the news feed change (Story and Stone 2007). Zuckerberg responded quickly to the concerns, pledging to work quickly to set up "better privacy controls" (Facebook 2006, The Guardian 2006).

In 2007, a second large user revolt occurred. This user revolt was in response to the introduction of the "Beacon" program whereby Facebook automatically displayed individuals' purchases and other online activity in their news feeds without their approval. Protestors, which included the progressive organization MoveOn.org, targeted both Facebook, as well as its partner websites in the program. The protests successfully got one major web retailer to quickly stop participating in the project (Story and Stone 2007). Less than a month after the introduction of the advertising tool, which Facebook had planned to

use as part of a plan to become profitable, Facebook rolled back the feature.[57] According to cultural historian Siva Vaidhyanathan (2011, 91), Facebook executives were taken aback by the protests and misjudged what the userbase would accept. According to Casey Newton (2017), it was the most substantial public backlash Facebook faced in its history until 2017.

In 2009, users revolted again in response to changes to the Facebook terms of service which would have allowed the company to retain data from users who deleted their accounts. The furor again led Facebook to backtrack on the change (BBC News 2009, Parr 2009). In 2010, yet another revolt occurred over changes to privacy settings tools on Facebook. The change made user data—such as showing who was friends with whom and the things that they liked, public. No one was allowed to opt out (Van Buskirk 2010). Facebook ultimately backtracked on the new change, allowing users to opt entirely out of sharing data with third party systems (Kobie 2010).[58]

By 2010 and early 2011, it was clear that Facebook's main competitor, Myspace, was in major decline, leaving Facebook as the dominant actor in the space. Between February 2010 and February 2011, Myspace had lost 44 percent of its traffic (Wall Street Journal 2011). Between January and February 2011 alone, Myspace lost 10 million unique users (Telegraph 2011). Advertisers had become wary and stopped entering into long-term agreements with Myspace amid an apparent terminal decline (Wall Street Journal 2011).

Emboldened by its newfound dominance, Facebook planned changes to roll back user rights. In summer 2011, Facebook began implementing a policy change that would have removed users' ability to untag themselves in photos. However, Facebook shelved

[57] Facebook continued to harvest the data. It just no longer made that data public in users' news feeds to their friends (Eldon 2007).
[58] However, the default option was to make most information public (Bilton 2010).

these changes due to reports that Google was creating a rival platform, Google+. In internal email discussions, Facebook COO Sheryl Sandberg wrote, "For the first time, we have real competition and consumers have real choice… we will have to be better to win" (States v. Facebook 2020, 27). One Facebook executive said in internal communications that the "most urgent priorities in response to the competitive threat from Google+" were to "improve site stability/ performance quality to shore-up our user experience" while another executive said, "IF ever there was a time to AVOID controversy, it would be when the world is comparing our offerings to G+" (States v. Facebook 2020, 27-28). Facebook engaged in surreptitious anti-user actions during this time, but they all revolved around the ability of apps to integrate Facebook features with those of Google+ (such as importing Facebook contacts into Google+). These actions were intended to make collective action harder. One Facebook employee criticized the move as "anti user" and anti-competitive in internal communications with Facebook colleagues (Federal Trade Commission v. Facebook 2021, 44-45). *Wired* (2020) characterized these internal communications as "smoking-gun" evidence in the Facebook antitrust case. These internal communications also offer strong evidence for the theory in this chapter. The responsiveness of the platform to user demands and needs is highly contingent on credible exit options for the users. In the absence of the credible exit options, the platform is emboldened to disregard users' desires.

Direct Democracy on Facebook

To avert unexpected user revolts in response to changes, Facebook implemented user referenda and enabled direct input on proposed changes. In the aftermath of the 2009 user revolt, Facebook pledged to publish draft versions of its proposed rule changes and

allow input by the community. The decisions made by the community would be binding if 30 percent of all active registered users participated in the referenda. The 30 percent threshold proved to be problematic because nowhere near that many Facebook users could be motivated into participating. The first vote in 2009 had approximately 0.3 percent turnout, and subsequent referenda had similar turnout. In 2012, Facebook asked voters to take a position on new policy changes that would have done away with the referenda, and 88 percent of voters voted against the proposed change. However, since the voters comprised less than 0.1 percent of the total Facebook population, Facebook went ahead with its changes (Robertson 2018). Facebook's decision to scrap the referenda coincided with internal Facebook research that showed in early 2012 that Google+ was no longer meaningful competition (States v. Facebook 2020, 27–28).

The failures of the referenda reflect the superficial nature of Facebook's responsiveness to user demands and the failure of users to lock in powerful institutional structures when they had greater leverage. In terms of the referenda, the platform sought to appease user grievances, as well as to learn about user grievances so that the platform would not be taken aback by unpopular policy changes.[59] However, the 30 percent threshold effectively meant that none of these referenda would be binding. Only highly committed users would participate in the referenda. The fact that there were relatively few such users meant they could not successfully coordinate action against Facebook and keep the platform accountable. This stands in contrast to the institutional structures on Wikipedia and Reddit, where a small number of highly dedicated users could organize collective

[59] Facebook's referenda bear similarities to elections in authoritarian systems. Such elections are intended to test for grievances and signal superficial accountability, thus serving to bolster the stability of the authoritarian regime (Geddes et al. 2018).

action. If Wikipedia and Reddit implemented such high thresholds and large portions of their users had to be motivated to exercising their rights, it is unlikely that much of anything would get done on those platforms.

Unlike the early years of Facebook, when reporting was replete with stories about regular user revolts, news coverage in the last decade has focused primarily on pressures applied to Facebook through organized boycotts or by political actors, as well as "revolts" by Facebook staff.[60] In the aftermath of the 2016 election and Facebook's role as a vector for misinformation and hate speech, as well as its role in political violence, Facebook faced concerted pressure by businesses and traditional political actors to change its policies. Facebook responded by making greater use of fact-checking, as well as banning various figures who promoted "violence and hate."

The changes implemented by Facebook reflected a balancing act between different political interests. Facebook attempted both to appease liberals who did not want Facebook to be a vector of misinformation and conservatives who bemoaned censorship by Facebook. While Facebook implemented changes that made it appear as if the platform was fact-checking misinformation and enacting restrictions on accounts that repeatedly promoted misinformation, violence, and hate speech, Facebook regularly made exceptions for popular right-wing websites and figures. Separate instances of leaked materials published by NBC News and Buzzfeed News respectively showed that conservative figures received preferential treatment by Facebook (Dwoskin et al. 2020; Silverman 2020; Solon 2020; Timberg 2020; Seetharaman 2018).

[60] By 2010, media reporting on Facebook began to emphasize the size and influence of the platform, as well as plans to move towards profitability (e.g. Hudson 2010).

Amid the George Floyd protests, business organized a major boycott of Facebook over its policies on hate speech. Facebook quickly changed its policies to expand its prohibitions on certain forms of hate speech. News reports linked these changes directly to the business boycott (Isaac and Frenkel 2020). However, because of its delicate balancing act, Facebook specifically carved out exceptions for hate speech by prominent political figures, which would allow posts by then-President Donald Trump to stay up (Isaac and Frenkel 2020). Andrew Marantz (2020) described Facebook's logic as follows, "If Facebook were to ban Trump, he would surely try to retaliate with onerous regulations; he might also encourage his supporters to boycott the company."

In sum, there is evidence that Facebook showed substantial responsiveness to users in its early years, but this responsiveness waned over time. The past decade of institutional changes on Facebook indicate not only a disregard for user input (such as the end of referenda on policy changes in 2012) but also greater responsiveness to concerted business pressure and the potential of state intervention.

The Fall of Digg and the Rise of Reddit

Digg was founded in 2004 by Kevin Rose. Reddit was founded in 2005 by Steve Huffman, Alexis Ohanian, and Aaron Swartz. Both platforms are feed aggregator websites with discussion forums. Users discover, share, and recommend web content, and the broader community of users "dig"/"upvote" or "bury"/"downvote" the content. On Reddit, users contribute links or comments to so-called "subreddits" (which are compartmentalized forums), and Digg users did the same for specific categories (such as technology, science, and business).

Both platforms had institutional features that gave considerable power to the users, as the essence of both platforms was to identify the most interesting content through crowdsourcing and aggregation. User power was institutionalized in different ways on the two platforms. On Digg, top users (those who provided a lot of highly upvoted content) were given a privileged position and could use their clout to organize collective action. To incentivize quality content on its platform, Digg created a reward system for top contributors. Top contributors had greater sway than other users in the platform's algorithm. Thus, from the get-go, Digg had a structure whereby users had considerable power and could easily coordinate exit, if needed, as a result of the platform's design features. On Reddit, the main source of user power lies in the hands of volunteer contributors who set up and govern subreddits (forums devoted to specific subjects). A flora of subreddits on every conceivable topic from baby corgis to political science has emerged on Reddit.[61]

Both platforms had to act carefully in managing disputes between users, monetizing the platforms, and avoiding government interference. Of the two platforms, Digg had a head-start and was a clear favorite to become dominant in this space. However, Digg failed to be sufficiently responsive to user demands. Digg reached its peak in 2010 and subsequently saw most of its userbase migrate to Reddit. By May 2010, Reddit had become the bigger platform with 9.2 million unique visitors (a massive uptick from 1.7 million in January of that year), while Digg had 7.3 million visitors (Metz 2012).

This section examines several revolts: (i) Digg's early user revolts and eventual collapse, (ii) Reddit's anti-Pao revolt of 2015, and (ii) Reddit's censorship of subreddits

[61] Reddit has contributed to a massive decline in niche independent message boards (Staff 2015).

over between 2011 and 2020. These cases demonstrate how both platforms were responsive to user demands early on and had institutional characteristics conducive to collective action. However, Digg's inattentiveness to user demands at a key juncture prompted mass user exit to Reddit. As a dominant actor in this space, Reddit has been somewhat responsive to user demands when they credibly threaten collective action, but it has otherwise only been responsive to the threat of business boycotts and state action. This is different from the early years of both platforms, when they were fully beholden to user demands, even risking lawsuits from other businesses and skirting laws to appease users during the platforms' growth phase.

User Revolts on Digg

Digg was responsive to early user rebellions. In 2007, users on Digg shared an illegally obtained processing key for HD-DVD, which made it easier for users to copy HD-DVD discs. The sharing of the HD-DVD key was copyright infringement, which made the content a legal liability for Digg. The IP owner sent Digg a "Cease and Desist" letter, which led Digg to remove all mentions of the code. This prompted a user revolt, as users kept sharing the code and remarking on the controversy. Digg subsequently reversed its decision. Kevin Rose, the founder of Digg, wrote to the community that Digg removed the content to "avoid a scenario where Digg would be interrupted or shut down… But now, after seeing hundreds of stories and reading thousands of comments, you've made it clear. You'd rather see Digg go down fighting than bow down to a bigger company. If we lose, then what the hell, at least we died trying" (NBC News 2007).

Throughout its history, Digg had to strike a balance between its elite and common users. Digg introduced changes at various points that were intended to satisfy different

parts of the userbase. Top users had some privileges compared to common users, which was a source of tension on the site. Allegations that top users engaged in canvassing, vote rigging, and paid contributions sparked a user revolt, which led Digg to alter its algorithm to reduce the weight of top users and make it easier for common users to contribute content and have it rise to the top. When top users on Digg threatened to leave due to the algorithm change, Digg's leadership attended a video call with the top users and set up weekly townhall meetings where users could ask questions of the Digg leadership. These actions reflect responsiveness towards the userbase.

Digg's downfall occurred in 2010. Digg's Version 4 update overhauled the user interface of the website and allowed publishers to auto-submit content on Digg (previously, users did so manually). A key driver behind the overhaul appears to have been a desire by Digg management to raise the profitability of the company in advance of a sale. Kevin Rose, the founder of Digg, has pointed to the low valuation of Reddit in its 2006 sale to Condé Nast as something that led Digg management to try something different, in particular allowing prominent publishers to auto-publish on Digg (Rose 2021).

Users were extremely dissatisfied with the new version and pressured Digg to revert to the previous version. Digg did include top users in deliberations to launch Version 4, but the top users strongly criticized the beta version that they tested. Nonetheless, Digg defied the top users and pushed ahead with the overhaul. The new version prompted a massive user revolt. Users subsequently used the very features of the platform to criticize the changes and credibly threatened to exit, as users increasingly shared links to Reddit on Digg. Digg failed to heed the demands of the users and refused to revert to the old version. Consequently, users on Digg collectively coordinated an exit to Reddit. One reason why

Reddit was a popular destination for the rebels was that it provided considerable user freedom and self-governance. Thus, the success of Reddit reflects the failure of Digg to respond to user demands.

Reddit's anti-Pao revolt

In 2015, moderators of major subreddits on Reddit blacked out their subreddits in disapproval of Reddit's decision to fire Victoria Taylor, a popular administrator and member of Reddit's staff, as well as the firing of another Reddit staff member who was recovering from cancer. Redditors called for Reddit CEO Ellen Pao to step down. The blackouts had a substantial impact on the functionality of Reddit. An analogy would be if a printed newschapter lost its entire sports and arts sections and large parts of its local and world news sections. Pao wrote a letter of apology to the community and ultimately resigned (Abad-Santos 2015). What made the user revolt successful was that it was driven by subreddit moderators who had the ability, due to their positions in the structural architecture of Reddit, to significantly affect the functioning and value of the platform.

Reddit's Censorship of Subreddits

Despite the success of the anti-Pao revolt, there are limits to the power of user discontent on Reddit. One controversial aspect of Reddit has been its relatively hands-off, libertarian approach to content on the platform. This has been a point of contention among users who disapprove of the existence of subreddits that are vectors for harassment and hate speech, as well as disreputable and possibly illegal forms of pornography. Even though the vast majority of Redditors may disapprove of sharing a platform with groups that engage in hate speech and harassment, it has proved virtually impossible for users to organize a revolt to change the editorial and curation policy of Reddit management. This

is possibly because it requires too much coordination among too many users: the users would have to agree on what the editorial policy should be, which subreddits should be prohibited and which should be allowed, and what action should be taken to pressure the Reddit management. This is in stark contrast to the Pao situation, in which a simple case of unjustified firings led Redditors to make simple demands: Pao must resign. It was easier to organize around this focal point.

Reddit's history with controversial subreddits indicates that the organization is highly responsive to media coverage. Media coverage of the moral and legal pitfalls of Reddit has implications for whether businesses want to advertise on the platform and whether the organization will be dragged into legal quagmires. The first time that Reddit effectively censored one of its subreddits was when it removed r/jailbait, a subreddit organized around sexualized and pornographic photos of underage girls. The existence of this subreddit was contentious within the user community. In September 2011, CNN's Anderson Cooper ran a report about the subreddit, bringing widespread "outside" attention to the kinds of content that thrived on Reddit. Cooper's report featured an official statement from Reddit's management defending the policy that allowed the subreddit to exist. However, less than two weeks later, Reddit decided to ban the subreddit (Popkin 2011; Smiley 2012). The decision to ban this specific subreddit—but not other subreddits that have similar content—indicates that the decision was motivated by media scrutiny. After all, shortly after r/jailbait was banned, clone versions of the subreddit popped up and have been allowed to stay up.

A similar pattern can be seen with other subreddits that dismay the broader Reddit community but do not get banned except after media scrutiny.[62] The sizable subreddits r/beatingwomen (banned in 2014), r/creepshots (banned in 2012), r/fatpeoplehate (banned in 2015), r/gore (banned in 2019), r/watchpeopledie (banned in 2019), r/TheFappening (banned in 2014), r/pizzagate (banned rapidly after its creation in 2016), r/greatawakening (a QAnon subreddit banned in 2018), and other subreddits with titles including racial slurs followed similar patterns as with r/jailbait: the bans of the subreddits coincided with negative media reporting, and little effort was put into stopping similar "clone" subreddits (Clark 2019; Rogers 2015). These clones were apparent to Reddit users but evaded further media scrutiny.

The most consequential case of subreddit censorship in was in regards to the r/The_Donald, a very large pro-Trump subreddit that frequently appeared on the frontpage of Reddit. Hate speech and harassment was common on the subreddit, but Reddit's management did not act against the subreddit until 2019 after the subreddit allowed targeted threats of violence against police and politicians in Oregon (Vigdor and Chokshi 2019). Reddit's management took the half-hearted step of "quarantining" r/The_Donald, which meant that the subreddit continued to exist but users who did not subscribe to the subreddit could not see it. It was not until June 2020, amid the George Floyd protests, that Reddit took the step of banning r/The_Donald amid reporting about racism and harassment on Reddit (NPR 2020b).

In short, the successful revolt against Pao indicates that elite users who hold institutionalized power can pressure Reddit into acting in response to user grievances.

[62] For example, a post calling for the ban of r/beatingwomen appeared on the frontpage of Reddit in 2011 (Reddit 2011).

However, aside from cases that spur collective action around a simple issue, the Reddit management appears to have largely taken cues from business pressure in its decision-making on censoring subreddits.

Conclusion

The institutional architecture of digital platforms varies considerably. There is variety in institutional characteristics across platforms, as well as within each platform over time. This chapter advanced an explanation rooted in network effects and temporal sequencing to account for these variations. Due to the logic of network effects, platforms show greater responsiveness to users in the early years of their existence but less responsiveness over time. As the platform grows, users must influence the platform through intermediaries such as businesses (which can boycott the platform) or states (which can regulate and punish the platform). At the same, more actors in society seek to influence the platform when its impact on social, economic, and political outcomes increases. There is a key exception to this temporal variation, namely that users can successfully lock in institutions early that retain user power over the long run. In other words, by altering the institutional architecture of a platform, users can retain the ability to engage in collective action against the platform even when it becomes a behemoth. A comparative case study of four platforms – Facebook, Wikipedia, Reddit, and Digg – provided evidence consistent with the theory.

The findings of the chapter are consistent with scholarship on democratization that links the creation of democratic institutions to the presence of powerful groups with the means to harm rulers through resistance or exit (Bates and Lien. 1985; Stasavage 2016; Deudney 2007; Moller 2014). In a reformulation of Albert Hirschman's *Exit, Voice and*

Loyalty (1970) framework, this chapter shows that platform users become less able to exercise their voice to a meaningful end when the exit option is not credible. While this chapter has shown that the theory is consistent with four prominent platform organizations, future research should examine the extent to which the theory extends to a larger universe of cases in the platform economy, in particular with a focus on gauging the precise scope conditions of the theory. Finally, the chapter recommends that more political scientists leverage the data associated with digital platforms to assess and craft social science theories for phenomena that are hard to examine in non-digital environments.

Chapter 5: Conclusion

In this dissertation, I examine which actors wield power over and through digital technology and ask: under what conditions are digital platform organizations responsive to often competing demands of states, firms, users, and other actors? In contrast to much of the existing literature on digital platforms in the social sciences, which theorizes that the important politics of digital platforms is in interactions between platforms and society at large, I show that much of the important politics of digital platform organizations happens *within* these organizations. The implication of this work is that scholars need to take seriously what happens under the hood of these organizations, in particular how users may have power to restrain platform management and force institutional changes that have profound implications for the output of digital platforms.

Chapter 3 investigates how and why Wikipedia transformed from a dubious source of information in its early years to an increasingly reliable source over time. The paper explains this transformation with a novel theory of endogenous institutional change through population loss: losers in institutional conflicts become demotivated and leave the institution, thus giving their adversaries the ability to change the institution over time. In the case of Wikipedia, users who supported fringe discourse (pseudoscience, conspiracy theories, extremism) exited Wikipedia after they were on the losing end of early Wikipedia disputes over content. This enabled the remaining population of Wikipedia editors, freed from pushback, to transform the encyclopedia's content. The chapter, which is the first comprehensive study of Wikipedia in political science, could potentially be developed into a book-length project on Wikipedia, and additional publications assessing my theory of endogenous institutional change.

This explanation for institutional change on Wikipedia can plausibly help to explain institutional change in other contexts. Scholars usually portray institutions as stable, inviting a status-quo bias in their theories. Change, when it is theorized, is frequently attributed to exogenous factors. Chapter 3, by contrast, proposes that institutional change can occur endogenously through population loss, as institutional losers become demotivated and leave, whereas institutional winners remain. We might observe in other institutions that institutional change happens as losers become demotivated and sanctioned, and winners become motivated and rewarded. Several examples come to mind. One reason why monocultures develop in academic institutions could be because individuals with heterodox views, methods and backgrounds opt to leave departments, universities and academic fields because they do not want to constantly fight for professional success and justify themselves. Another example might be how hawks and doves come to dominate foreign policy bureaucracies. If a government opts for a hawkish foreign policy approach, it might embolden hawks within the bureaucracy while putting doves in a difficult position. Doves might leave the bureaucracy because they disapprove of the hawkish approach but in doing so, they might leave foreign policy bureaucracy increasingly in the hands of hawks.

A third example of this type of institutional change happening in traditional international organizations may be the shift towards market liberalizing reforms in the International Monetary Fund (IMF). In its early years, the IMF considered it acceptable for states to implement capital controls. However, the organization took a stronger position against capital controls in the 1970s, which may have been driven by the influx of new economists (who were trained in a particular way) into the organization and the retirement

of old-guard IMF economists (who were trained in a different way) in the 1970s (Chwieroth 2009, 105-186). A fourth example of this mechanism of institutional change is in relation to regimes. Kelemen (2020) and Michel et al. (2023) have identified how authoritarian and illiberal regimes force dissidents out of the country, thus depleting opposition forces to the regime and enhancing regime stability.

Chapter 4 investigates the power structures on digital platforms and the political dynamics they create. It asks: under what conditions can states, businesses, and users successfully pressure digital content platforms to change policies and content? The puzzle motivating the chapter is that some platforms have highly democratic internal structures where users wield significant power, whereas other platforms do not. The chapter proposes that digital platforms show different levels of responsiveness to users, businesses, and states over time. Early in a platform's life, the platform is highly sensitive to the demands of users, thus giving the users an opportunity to directly shape the institutional characteristics of the platform. The unique power of the platform's users stems from the network logic that underpins the value of the platform.

As the platform increases the size and centrality of its network, it becomes more sensitive to pressures by businesses (through boycotts) and the state (through intervention). At the same time, the power of users attenuates, as collective action problems become more severe and exit threats become less credible. The threat of user revolts has a temporal significance. Unless users alter the institutional architecture of the platform and lock in pro-user institutional characteristics early, the threat of user revolts becomes less consequential as the platform grows.

Comparative case studies of Facebook, Wikipedia, Digg, and Reddit are consistent with the theory. In its early years, all four platforms showed extreme attentiveness and responsiveness to the demands of its users, but they diverged over time. Wikipedia became increasingly attentive to its users as they forced into existence institutional architectures that restrained Wikipedia's founder Jimmy Wales and ensured that all decision-making on the platform lay in the hands of its userbase. Digg was responsive to its users early on, but in an effort to raise the profitability of the platform in advance of a sale, the platform owners disregarded user grievances, which prompted a rapid death spiral for the platform as users departed for greener pastures. These greener pastures turned out to be Reddit where users had the power to establish their own subreddits and govern those subreddits themselves. Reddit's most powerful users, so-called "moderators", have the power to disable large parts of Reddit if they are unhappy. However, at the same time, Reddit has become increasingly attentive to pressures of businesses and the threat of government intervention as the platform's significance has grown over time. Facebook has shifted from high levels of responsiveness to users in its early years to near-complete unresponsiveness after the platform gained market dominance and defeated potential competitors, such as MySpace and Google+. At the same time, Facebook has grown more responsive to threats by businesses and potential government regulation, prompting the platform to enact wide-ranging institutional changes to pre-empt these pressures.

The focus of the chapter is on user-generated digital platforms. Further study is needed to assess to what extent the argument applies to platforms that are strictly transactional. In other words, platforms where the users are suppliers of services and products, and consumers of services and products. The argument could apply to platforms

such as Uber or Amazon, but this needs to be systematically assessed.[63] The chapter focuses solely on platforms where the users provide value for the platform for free and where the users do not have pay to use platform services.

Lastly, the dissertation has shown why political scientists need to grapple more with digital platform organizations. Digital platforms profoundly shape our politics, economy and culture, which necessitates study into these important, new organizations. Not only do digital platforms have profound external impacts, but they have in many cases a vibrant internal politics that merits attention. Examination of the internal politics of the platforms is important to understand the outputs of the platforms, but it is also important to study to understand political processes more generally. After all, there may be much about conflicts and exertions of power between different groups within digital platforms that may generalize to political processes outside the context of digital platforms. In comparison to other institutional forms, digital platforms may have several practical advantages for studying political processes. In other largescale institutions, it is not feasible to identify and collect data on every participant, and to track the behavior of every participant over time. Scholars are often forced to fill gaps with theory or by making assumptions. There is a risk that unobserved variables have a significant impact on outcomes, which makes it hard to make robust claims about the causes of institutional change. These risks may be lower for those using digital platforms as a data source.

[63] Lehdonvirta (2022, Ch. 9) looks at collective action attempts by Mechanical Turk users on Amazon.

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Wikipedia. 2020c. “Wikipedia: Verifiability.” *En.wikipedia.org*. Accessed May 1, 2020. https://en.wikipedia.org/wiki/Wikipedia:Verifiability.

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Wikipedia. 2021b. “Wikipedia: Wikipedians.” *En.wikipedia.org*. Accessed May 9, 2021. https://en.wikipedia.org/wiki/Wikipedia:Wikipedians.

Wikipedia. 2022a. “Enciclopedia Libre Universal en Español.” *En.wikipedia.org*. https://en.wikipedia.org/wiki/Enciclopedia_Libre_Universal_en_Espa%C3%B1ol (accessed 9 March 2022).

Wikipedia. 2022b. “Wikipedia:Wikipedians.” *En.wikipedia*.org, https://en.wikipedia.org/wiki/Wikipedia:Wikipedians (access 9 March 2022).

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Yasseri, Taha, Robert Sumi, and Janos Kertesz. 2012b. "Circadian Patterns of Wikipedia Editorial Activity: A Demographic Analysis." *PLoS ONE* 7(1): e30091

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Appendix A: Supplementary Materials

This section describes and codes the contents of the lead of 63 Wikipedia pages over time. It reproduces the supplementary materials to Steinsson (2024). The "Research Design" section of Chapter 3 explains the coding procedure in greater detail. The footnotes are links to archived versions of the lead at a particular date or to relevant archived discussions on Wikipedia noticeboards or talk pages.

Wikipedia Page 1. Abortion and mental health

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Abortion and mental health (2005)		**2006–2007** - States in WP voice that "post-abortion syndrome" refers to symptoms "that have been observed" in women who have abortions - Quotes a 1992 *JAMA* article that describes post-abortion syndrome as a "myth" - Overwhelming focus on lending credence to the notion that abortion adversely impacts mental health	**2005–2006, 2007–2011** - Delineates that there is no causal scientific evidence in support of the association - Mentions statistical correlations which lend credence to the notion that abortions adversely affect mental health - Scientific bodies are investigating the relationship	**2011–2020** - Lead is devoted to citing studies and attributed statements about the lack of support for the relationship - The lead no longer says that there are forms of evidence in support of the relationship	

The first stable versions of the lead (2005–2006) characterizes supposed adverse mental health effects of abortion as a "controversial condition", but also clarifies that the medical community and medical bodies do not support the existence of post-abortion mental health condition.[64] This version of the lead falls into the "False Balance" category.

Over the period 2006–2007, the lead increasingly legitimizes the notion that abortion adversely affects mental health, as the lead describes opinion on the relationship between abortion and mental health as divided between those hold that abortion adversely affects mental health and those who dispute that an adverse impact exists.[65] This version of the lead falls into the "Teach the Controversy" category.

Over the period 2007–2011, the lead increasingly delegitimizes the notion of a link between abortion and mental health disorders (relative to the lead from 2006–2007), as parts of the lead debunk such a relationship.[66] This version of the lead falls into the "False Balance" category.

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[64] Aug 2005: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=22097373
Dec 2005: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=32334476
[65] May 2006: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=55873582
Dec 2006: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=95429953
May 2007: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=133917370
Sep 2007: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=158514521
[66] Dec 2007: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=181073097
Jan 2008: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=183686821
Feb 2008: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=189892277
March 2008: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=201672257
July 2008: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=225735436
Nov 2008: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=253276987
Dec 2008: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=256923376
Dec 2009: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=256923376

From 2011 onwards, there is no content in the lead about a correlation between abortion and mental health problems. A greater proportion of the lead is devoted to medical bodies stating that there is no support for a link between abortion and mental health problems.[67] This version of the lead falls into the "Identification of the Fringe View" category. Many pro-life editors were topic-banned from abortion-related pages in 2011, leading to their absence in editing and talk page discussions on this page.[68]

Wikipedia page 2. Abortion-breast cancer hypothesis

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Abortion-breast cancer hypothesis (2004)		**2004–2006** - Suggests that scientific opinion is divided on whether abortion causes breast cancer		**2006–2009** -Notes that the hypothesis has not been verified - Notes that no scientific organization endorses it - There is a scientific consensus that it's invalid	**2009–2020** - The hypothesis is described as discredited (WP voice) - The scientific consensus is clearly described - Lead delineates in detail why

Dec 2010: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=403366673
[67] Aug 2011: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=442613229
Aug 2012: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=509227474
Aug 2013: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=570867836
May 2014: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=607927659
Aug 2015: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=676233894
June 2016: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=726355476
Aug 2017: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=797912288
Nov 2018: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=870752708
Dec 2019: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=930095344
June 2020: https://en.wikipedia.org/w/index.php?title=Abortion_and_mental_health&oldid=961345093
[68] Nov 2011: https://en.wikipedia.org/wiki/Wikipedia:Arbitration/Requests/Case/Abortion#Final_decision

				- Includes arguments from proponents of the hypothesis	the hypothesis is wrong and poorly based

The first stable versions of the lead (2004–2006) describe the theory behind the hypothesis, as well as includes language that lends credence to theory (such as "The majority of interview-based studies have indicated a link, and some have been demonstrated to be statistically significant."). However, the lead also includes attributed claims that there is no evidence behind the hypothesis.[69] This version of the lead falls into the "Teach the Controversy" category.

By 2006, a section of the lead says that the hypothesis has not been scientifically verified. However, the lead adopts "advocates say X, opponents say Y" phrasing, as a substantial second paragraph of the lead presents evidence against the hypothesis while the proponents of the hypothesis argue their case in the third paragraph.[70] When an editor attempted in March 2006 to describe the hypothesis as "unproven",[71] other editors quickly revert this change.[72] Discussion about the "unproven" language does not result in a consensus in favor of the change.[73] In April 2006, editors debate whether the hypothesis should be described as "pseudoscience" or "quackery" in the lead, but editors strongly oppose such a change.[74] In 2007, an editor attempts to change the lead so that the lead's first sentence briefly says that the hypothesis is "rejected"; the rest of the lead does not include the elaborate argument for the hypothesis, and the rest of the lead does not offer the proponents' case for the hypothesis (rather, the lead explains why proponents are wrong).[75] However, this change

[69] Dec 2004: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=9075408
Dec 2005: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=33361393
[70] Dec 2006: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=96123949
[71] March 2006: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&diff=45392598&oldid=45390278
[72] March 2006: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&diff=next&oldid=45392598
[73] March 2006: https://en.wikipedia.org/wiki/Talk:Abortion%E2%80%93breast_cancer_hypothesis/Archive_1#'Unproven'_Hypothesis?
[74] April 2006: https://en.wikipedia.org/wiki/Talk:Abortion%E2%80%93breast_cancer_hypothesis/Archive_1#Is_it_Pseudoscience,_Quackery_or_Neither?
April 2006: https://en.wikipedia.org/wiki/Talk:Abortion%E2%80%93breast_cancer_hypothesis/Archive_1#Sophia_collaboration
[75] Dec 2007: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=181309077

is not accepted by other editors who are uncomfortable with saying the hypothesis is "unproven" in Wikipedia's voice (they claim it's a violation of Wikipedia's Neutrality guideline).[76] Even though editors on the talk page recognize by November 2007 that the hypothesis is fringe science rejected by existing research and by credible authorities, they still argue that views of proponents needs to be reflected and that partisan unreliable sources can be used to represent those views (e.g. a "study" published in the academic-sounding "Journal of American Physicians and Surgeons" which publishes pseudoscience).[77] In July 2008, editors weigh whether they can state that the hypothesis is fringe without violating the Neutrality guideline. As one editor writes, "For this to be a good, informative, useful, neutral article, it needs to be readily apparent to the reader exactly what various expert bodies have concluded." At this point, there is a shifting understanding of NPOV as no longer being about communicating viewpoints from different sides, but to firmly state the scientific consensus and delineate how fringe non-consensus views are. Shifting from the stance of past years (several of the editors on the page have edited for years), the editors consider that adding all the POVs from fringe groups will primarily just obfuscate that there is a scientific consensus.[78] However, these changes are not added to the lead yet. This version of the lead falls into the "Identification of the Fringe View" category.

[76] March 2008: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=202211082
March 2008: https://en.wikipedia.org/wiki/Talk:Abortion%E2%80%93breast_cancer_hypothesis/Archive_3#The_hypothesis_is_%22controversial%22_not_%22unsupported%22
April 2008: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=206546399
May 2008: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=213271186
Dec 2008: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=260761216
[77] November 2007: https://en.wikipedia.org/wiki/Talk:Abortion%E2%80%93breast_cancer_hypothesis/Archive_2#GA_update
[78] July 2008: https://en.wikipedia.org/wiki/Talk:Abortion%E2%80%93breast_cancer_hypothesis/Archive_3#My_reversion

From 2009 onwards, the lead consistently describes the hypothesis as discredited in Wikipedia's voice, clearly describes the scientific consensus, and delineates in detail why the hypothesis is wrong.[79] This version of the lead falls into the "Proactive fringe busting" category. A large number of pro-life editors were topic-banned from abortion-related pages in 2011, leading to their absence in editing and talk page discussions on this page.[80]

Wikipedia page 3. Abstinence-only sex education

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Abstinence-only sex education (2006)	**2006–2007, 2009–2010** - No criticism in lead - Presents what they advocate for	**2010–2011, 2013–2014** - Proponents say - Critics say	**2007–2009** - Arguments by proponents - Critics include prominent professional associations across many scientific fields who say it's ineffective and even counterproductive		**2011–2013, 2014–** - "Evidence does not support" its effectiveness - "Found to be ineffective" in reducing HIV - "Does not decrease rates of sexual activity or unplanned pregnancy"

[79] Dec 2009: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=334355324
Nov 2010: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=398951596
Nov 2011: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=463178248
Dec 2012: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=528776152
Dec 2013: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=586580730
Nov 2014: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=633951860
Dec 2015: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=696616508
Oct 2016: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=745847988
Dec 2017: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=817067827
Dec 2018: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=874829499
Dec 2019: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=932033717
June 2020: https://en.wikipedia.org/w/index.php?title=Abortion%E2%80%93breast_cancer_hypothesis&oldid=963592749
[80] Nov 2011: https://en.wikipedia.org/wiki/Wikipedia:Arbitration/Requests/Case/Abortion#Final_decision

					relative to comprehensive sex ed

The first stable versions of the lead (2006–2007) offer no criticisms of abstinence-only sex education while offering a description of what proponents advocate for.[81] This version of the lead falls into the "Fringe normalization" category.

By April 2007, the lead includes criticisms by many organizations of the effectiveness of abstinence-only sex education. This version of the lead is stable until 2009.[82] The 2007–2009 version of the lead falls into the "False balance" category.

The 2009–2010 version of the lead does not include criticisms of abstinence-only sex education.[83] This version of the lead falls into the "Fringe normalization" category.

The 2010–2011 version of the lead frames views on abstinence-only sex education along the lines of "proponents say X, opponents say Y".[84] This version falls into the "Teach the controversy" category.

[81] Dec 2006: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=97297964
March 2007: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=118470306
[82] April 2007: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=126805141
Dec 2007: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=177364559
Dec 2008: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=257730429
Nov 2009: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=326943757
[83] Dec 2009: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=334557017
Feb 2010: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=341358090
[84] June 2010: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=368855528
Dec 2010: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=401211699

The 2011–2013 version of the lead states in Wikipedia's voice that there is no evidence in support of abstinence-only sex education.[85] This version of the lead falls into the "Proactive fringe busting" category.

The 2013–2014 version of the lead shifts back to a "proponents say X, opponents say Y" framing.[86] This version falls into the "Teach the controversy" category.

From 2014 onwards, the lead states in Wikipedia's voice that there is no evidence in support of abstinence-only sex education.[87] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 4. Acupuncture

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting

[85] June 2011: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=432801927
March 2012: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=483563245
May 2013: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=554683868
[86] Oct 2013: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=578955099
March 2014: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=599008923
[87] Oct 2014: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=599008923
Dec 2014: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=638379815
Dec 2015: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=695781011
Dec 2016: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=757690651
Nov 2017: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=811972167
Sep 2018: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=861546071
Sep 2019: https://en.wikipedia.org/w/index.php?title=Abstinence-only_sex_education&oldid=915040392

Acupuncture (2001)		**2007–2009** - Critics say it is pseudoscience - Proponents disagree	**2001–2006, 2010–2016** - Focus on criticisms - Has "often" been characterized as "pseudoscience" - Not "based on the scientific method and science" (2010–2015) - acupuncture's claims are "still the subject of debate" (2010–2015)	**2016** - Acupuncture "has been described" (or sometimes "is often described") as a "pseudoscience" - Delineates why acupuncture is poorly founded	**2016–2020** - "Acupuncture is a pseudoscience" (WP voice)

The first stable versions of the lead (2001–2006) offer a description of acupuncture, along with arguments from proponents and criticisms from scientists (who offer skepticism of acupuncture, say that acupuncture is unverified or say that it does not meet scientific standards of evidence).[88] This version of the lead falls into the "False Balance" category.

From 2007 to 2009, the lead merely alludes to criticisms that acupuncture is a pseudoscience and remarks on controversies related to acupuncture while implying that it could be effective as a treatment.[89] This version of the lead falls into the "Teach the Controversy" category.

[88] Oct 2001: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=451783140
July 2002: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=522552
April 2003: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=874174
March 2004: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=3037556
Feb 2005: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=10552308
May 2005: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=13216914
Feb 2006: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=40512074
March 2006: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=46070811
[89] Dec 2007: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=181280620
Dec 2008: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=181280620
Dec 2009: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=329769599

From 2010 to 2016, the lead emphasizes in Wikipedia's voice that acupuncture is not based on the scientific method and that its claims of efficacy are unverified but describes acupuncture's efficacy as the subject of debate.[90] This version of the lead falls into the "False Balance" category.

For a period in 2016, the lead includes attributed claims that acupuncture is a pseudoscience.[91] This version of the lead falls into the "Identification of the Fringe View" category.

By the end of 2016, the lead describes acupuncture as pseudoscience in Wikipedia's voice.[92] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 5. Alex Jones

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[90] Dec 2010: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=404919103
Dec 2011: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=468765371
Dec 2012 https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=529506149
Jan 2014: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=588755889
Dec 2014: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=640451545
Dec 2015: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=695817858
[91] Feb 2016: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=703449541
Sep 2016: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=737542567
[92] Dec 2016: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=757602935
Dec 2017: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=817954819
Dec 2018: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=876205670
Dec 2019: https://en.wikipedia.org/w/index.php?title=Acupuncture&oldid=932075476

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Alex Jones (2003)		**<u>2004–2006, 2008–2013</u>** - "Critics" (2005–2006) or "mainstream media" (2008–2012) say he's a conspiracy theorist - His supporters (2006–2008) or "Russia Today" (2008–2012) say he's an independent investigative journalist		**<u>2003–2004, 2006–2008</u>** -"Conspiracy theorist" (WP voice) - "Paleoconservative" (2006–2008)	**<u>2013–2020</u>** - "Conspiracy theorist" (WP voice) - Delineates the conspiracy theories he has promoted - *InfoWars* is described as a "fake news website" (2016–) - "Far-right" (WP voice) (2019–)

The first stable versions of the lead (2003–2004) describe Jones as a conspiracy theorist in Wikipedia's voice who also engages in reporting and investigation.[93] This version of the lead falls into the "Identification of the fringe view" category.

From 2004 to 2006, the lead includes attributed claims that Jones is a conspiracy theorist along with attributed claims from Jones's supporters that he is a journalist.[94] This version of the lead falls into the "Teach the controversy" category.

[93] Nov 2003: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=3230497
May 2004: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=3977271
[94] Oct 2004: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=6790289
Dec 2004: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=8402697
Jan 2005: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=9642424
Nov 2005: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=29772814

By the end of 2006, the lead describes Jones as a conspiracy theorist in Wikipedia's voice and a paleoconservative.[95] This version of the lead is stable throughout 2007 and into 2008.[96] This version of the lead falls into the "Identification of the fringe view" category.

Over the period 2008–2013, the lead includes attributed claims that Jones is a conspiracy theorist along with a claim from Russia Today that he is an investigative journalist.[97] This version of the lead falls into the "Teach the controversy" category.

From 2013 onwards, the lead describes Jones as a conspiracy theorist in Wikipedia's voice and lists some of these conspiracy theories.[98] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 6. Alt-right

[95] Dec 2006: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=97590149
[96] Dec 2007: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=181227293
[97] Dec 2008: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=260494563
Dec 2009: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=334057335
Dec 2010: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=404553560
Dec 2011: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=468092274
Dec 2012: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=530517351
[98] Dec 2013: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=587695226
Dec 2014: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=639995570
Dec 2015: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=697628978
Dec 2016: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=757684412
Dec 2017: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=818003604
Dec 2018: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=875015723
Dec 2019: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=933458020
June 2020: https://en.wikipedia.org/w/index.php?title=Alex_Jones&oldid=963421571

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Alt-right (2016)			**2016** - "Right-wing" - Has been linked to "white supremacy" and "anti-Semitism"	**2016–2018** - "Far-right" (WP voice) - Has been linked to "white supremacy" and "anti-Semitism"	**2018–2020** - "Far-right, white nationalist movement" (WP voice) - "Espouse white supremacism", "racism", "antisemitism", "homophobia", "islamophobia" (WP voice)

The first stable version of the lead (2016) characterizes the alt-right as a right-wing movement which is linked to far-right ideologies, antisemitism or white supremacy.[99] This version of the lead falls into the "False balance" category.

By the end of 2016, the lead describes the alt-right as "far-right" in Wikipedia's voice, as well as language that links the alt-right to white supremacy and antisemitism. This version of the lead remains stable until 2018.[100] This version of the lead falls into the "Identification of the fringe view" category.

[99] Feb 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=703400786
March 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=708172116
March 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=709706326
March 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=711829193
April 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=718026329
July 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=729664205
Aug 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=735238553
Oct 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=742421385
[100] Nov 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=752289810
Dec 2016: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=757083887
Feb 2017: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=763737377
April 2017: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=774478232

From 2018 onwards, the lead both describes the alt-right as “far-right” in Wikipedia’s voice and a movement that engages in white supremacy, racism, antisemitism, homophobia, and islamophobia in Wikipedia’s voice.[101] This version of the lead falls into the “Proactive fringe busting” category.

Wikipedia page 7. American Civil War

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
American Civil War (2001)		**2005–2007** - The causes of the Civil War are "debated" or a "subject of controversy"	**2001–2003** - There are several reasons for the outbreak of the Civil War - Slavery is the main one - The causes of the Civil War are debated		**2012–2020** - Clearly states that the primary cause was slavery (WP voice) - "Slave"-related terms are peppered throughout the lead - No other causes are mentioned. "States' rights" is mentioned, but only as "states' rights to uphold slavery"

Sep 2017: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=800623221
Jan 2018: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=823365694
[101] Feb 2018: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=826039614
April 2018: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=834434646
May 2018: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=839184883
April 2019: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=890614120
April 2020: https://en.wikipedia.org/w/index.php?title=Alt-right&oldid=953132125

The first stable versions of the lead (2001–2003) describes slavery as one of several reasons for the outbreak of the Civil War and characterizes the subject as a matter of debate.[102] This version of the lead falls into the "False balance" category.

In 2004, the lead says nothing about the causes of the war.[103] Thus, it does not fall into any of the categories.

From 2005 to 2007, the lead merely says that the causes of the Civil War are subject of debate.[104] This version of the lead falls into the "Teach the controversy" category.

From 2007 to 2012, the lead does not touch on the causes of the war.[105] Thus, it does not fall into any of the categories.

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[102] Dec 2001: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=234266
Oct 2002: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=564402
July 2003: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=1131297
[103] March 2004: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=2780003
Dec 2004: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=9035632
[104] Dec 2005: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=33357867
Jan 2006: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=36552321
April 2006: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=46998215
June 2006: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=59668476
Aug 2006: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=70128536
Dec 2006: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=97469995
May 2007: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=127765875
[105] Dec 2007: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=180666884
July 2008: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=223433898
Dec 2008: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=261212772
Dec 2009: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=334930849
May 2010: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=363587134
Dec 2010: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=405232601
Dec 2011: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=468846359
Aug 2012: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=509061550

From 2012 onwards, the lead clearly states that slavery was the primary cause of the war.[106] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 8. Barack Obama religion conspiracy theories

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Barack Obama religion conspiracy theories (2010)					**2010–2020** - "Conspiracy theories" in WP voice - Clearly identified as "false" in WP voice (2010–2017) - "Obama is a Protestant Christian" in WP voice (2017–)

[106] Dec 2012: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=530085013
Dec 2013: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=587839788
Dec 2014: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=640403650
May 2015: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=662946307
Dec 2015: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=697106682
Dec 2016: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=756383507
Dec 2017: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=817650434
Sep 2018: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=859394430
Dec 2018: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=875388784
Dec 2019: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=932771781
June 2020: https://en.wikipedia.org/w/index.php?title=American_Civil_War&oldid=964691155

The lead has consistently since 2010 identified claims that Obama is not a Christian as "conspiracy theories" in Wikipedia's voice.[107] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 9. Conversion therapy

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Conversion therapy (2001)	**2008–2009** - Simple explanation of conversion therapy. - No criticisms		**2001–2007, 2009–2012** - "Controversial" - "Most professionals" (2001–2006) or "most medical organizations" (2006–2007, 2009–2012) believe it does not work or is harmful	**2007–2008, 2012–2016** - Scientific "consensus" that conversion therapy does not work (WP voice) (2007–2008) - Characterized as pseudoscientic (sometimes in Wikipedia's voice, other times as attributed criticisms)	**2016–2020** - Conversion therapy is "pseudoscience" (WP voice) - No reliable evidence in favor of it - Medical organizations

[107] March 2010: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=352616467
April 2010: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&diff=359336215&oldid=359230770
June 2010: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=371105341
Aug 2010: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=382124422
Dec 2010: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=404342902
July 2011: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=438526410
Oct 2011: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=454596308
Dec 2011: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=467706028
Dec 2012: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=530154199
Dec 2013: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=587066632
Dec 2014: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=640123816
Dec 2015: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=695453079
July 2016: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=731502716
Dec 2016: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=752553209
Oct 2017: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=805813995
Oct 2018: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=864271008
Sep 2019: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=916372842
June 2020: https://en.wikipedia.org/w/index.php?title=Barack_Obama_religion_conspiracy_theories&oldid=962663147

			- Arguments by proponents of conversion therapy	(2012–2016) - Contains pro-conversion therapy rationales	say it is ineffective or harmful

The earliest versions of the lead characterize conversion therapy as a controversy which is a subject of debate between proponents and critics. The critics are characterized as most medical professionals. This version of the lead is stable until 2007.[108] This version of the lead falls into the "False Balance" category.

From 2007 to 2008, the lead says in Wikipedia's voice that a scientific consensus finds conversion therapy to be ineffective. The lead alternatively describes it as a pseudoscience in Wikipedia's voice or as an attributed claim. Throughout this period, the lead includes arguments from conversion therapy proponents.[109] This version of the lead falls into the "Identification of the Fringe View" category.

From 2008 to 2009, the lead removes all criticisms of conversion therapy.[110] This version of the lead falls into the "Fringe Normalization" category.

[108] Dec 2002 https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=574153
Dec 2003 https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=2116774
Dec 2004 https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=9319151
Dec 2005: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=33349309
Dec 2006: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=95170216
[109] Dec 2007: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=180833433
[110] May 2008: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=211812370
August 2008: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=232097695
December 2008: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=259751316

From 2009 to 2012, the lead includes both arguments from proponents and opponents, but the opponents are described as "Mainstream American medical and scientific organizations."[111] This version of the lead falls into the "False Balance" category.

From 2012 to 2016, the lead includes attributed claims of conversion therapy being pseudoscience, along with pro-conversion therapy rationales.[112] This version of the lead falls into the "Identification of the Fringe View" category.

From 2016 onwards, the lead firmly states that conversion therapy is pseudoscience, includes elaborate criticisms by medical bodies, includes elaborate text on the harms of conversion therapy, and gives little space to pro-conversion therapy advocates.[113] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 10. Cupping therapy

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[111] Oct 2009: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=317391013
Dec 2010: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=403055471
Nov 2011: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=460338383
Nov 2012: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=523142305
[112] Dec 2012: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=526483754
Dec 2013: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=587873035
Dec 2014: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=640455536
Dec 2015: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=696924482
[113] Dec 2016: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=756730311
Dec 2017: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=817457195
Dec 2018: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=875666472
Sep 2019: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=915615663
June 2020: https://en.wikipedia.org/w/index.php?title=Conversion_therapy&oldid=963518403

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Cupping therapy (2004)	**2004–2017** - Lends credence - No criticism			**2017–2020** - "Has been characterized as a pseudoscience... and quackery"	

From 2004 to 2017, the lead lends credence to cupping therapy while omitting all criticisms.[114] Some editors attempt in 2013 to describe cupping therapy as ineffective[115] but these changes are reverted.[116] Editors attempt in 2016 to describe cupping therapy as pseudoscience[117] but it gets reverted.[118] This version of the lead falls into the "Fringe Normalization" category..

[114] Dec 2004: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=10098312
June 2005: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=16789458
Dec 2006: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=96551280
Dec 2007: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=179869309
Nov 2008: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=254440961
Dec 2009: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=333308961
Dec 2010: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=404228643
Dec 2011: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=467007368
Dec 2012: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=528973355
May 2013: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=556166122
[115] Oct 2013: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=576816251
Dec 2013: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=586080669
[116] Feb 2014: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=596733418
Aug 2014: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=621595333
Dec 2014: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=637311027
June 2014: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=668120616
Dec 2015: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=696649203
May 2016: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=721097989
[117] Aug 2016: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=733590064
Aug 2016: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=733774314
[118] Dec 2016: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=756931595

From 2017 onwards, the lead includes attributed claims that cupping therapy is pseudoscience.[119] This version of the lead falls into the "Identification of the Fringe View" category.

Wikipedia page 11. David Barton

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
David Barton (2005)	**2005–2006, 2007–2008** - Lends credence - No criticism - Describes him as a "historian" (or "self-taught historian")	**2008–2010, 2010–2011** - Some criticize his work - Influential - Defended by some - WP voice says he "is a collector of early American documents" (2010–2011)	**2006–2007, 2010, 2011–2012** - "Historians dismiss his work" - Critics say Barton does not have credentials - includes lengthy arguments by Barton	**2012–2020** - Scholars say his research is "highly flawed", "pseudoscholarship" and "spreading "outright falsehoods"" - "Political activist and author" - He rejects the "consensus view" that the Constitution calls for separation of church and state - "Has been described as a Christian nationalist"	

The first stable versions of the (2005–2006) describe Barton as a historian and do not include any criticisms of his work.[120] This version of the lead falls into the "Fringe normalization" category

[119] Dec 2017: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=817745723
Dec 2018: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=876035285
Dec 2019: https://en.wikipedia.org/w/index.php?title=Cupping_therapy&oldid=931214496
[120] Sep 2005: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=22926450
Nov 2005: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=29084309

The 2006–2007 lead includes criticisms (attributed to historians) of Barton, but also details some of Barton's arguments in length.[121] This version of the lead falls into the "False balance" category.

The 2007–2008 lead refers to Barton as a historian and does not include any criticisms.[122] This version of the lead falls into the "Fringe normalization" category.

The 2008–2010 lead includes criticisms, which are attributed to some historians, but also notes that Barton has defenders.[123] Teach the controversy. For a few months in 2010, the lead includes stronger criticisms of Barton.[124] This version of the lead falls into the "False

[121] Aug 2006: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=70908323
Dec 2006: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=95373146
Feb 2007: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=106735599
April 2007: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&diff=119766938&oldid=119733651
[122] July 2007: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=144900563
Nov 2007: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=170315728
[123] Feb 2008: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=194582086
Aug 2008: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=233034379
Nov 2008: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=254082784
March 2009: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=290411709
Dec 2009: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=334467115
Sep 2010: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=383762248
Dec 2010: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=401500357
March 2011: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=421601357
[124] May 2010: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=361505807
June 2010: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=370670370

balance" category. The lead shifts back to "Teach the controversy" category in late 2010 and into 2011.[125] Later in 2011 and into 2012, the lead again includes stronger criticisms of Barton.[126] This version of the lead falls into the "False balance" category.

From 2012 onwards, the lead includes very strong attributed criticisms of Barton (which say his research is flawed, pseudoscience and false).[127] This version of the lead falls into the "Identification of the fringe view" category.

Wikipedia page 12. David Horowitz

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
David Horowitz (2003)	**2003–2018** - No criticism - Lends credence	**2018–2020** - The SPLC describes Horowitz as "a driving force of the anti-Muslim, anti-			

[125] Sep 2010: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=383762248
Dec 2010: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=401500357
March 2011: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=421601357
[126] June 2011: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=433424974
Oct 2011: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=455317749
Dec 2011: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=467081678
May 2012: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=490208427
[127] May 2012: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=490208427
April 2013: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=549083434
June 2014: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=611195072
June 2015: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=669252244
Jan 2016: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=700090589
Aug 2018: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=855246951
Aug 2019: https://en.wikipedia.org/w/index.php?title=David_Barton_(author)&oldid=913398812

		immigrant and anti-black movements"			

From 2003 to 2018, the lead lends credence to Horowitz and includes no criticisms.[128] This version of the lead falls into the "Fringe normalization" category. From 2018 onwards, the lead includes an attributed criticism from the SPLC.[129] This version of the lead falls into the "Teach the controversy" category.

Wikipedia page 13. Deep State in the United States

[128] Nov 2003: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=2239249
Dec 2004: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=9461074
Dec 2005: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=33220210
Dec 2006: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=96271260
Dec 2007: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=181270875
Dec 2008: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=261151587
Dec 2009: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=334677626
Dec 2010: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=404811987
Dec 2011: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=468197352
Dec 2012: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=530527123
Dec 2013: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=586475592
Dec 2014: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=638599601
Dec 2015: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=697278932
Dec 2016: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=754621979
Dec 2017: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=817534875
Sep 2018: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=859159405
[129] Dec 2018: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=875130017
Dec 2019: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=931729614
June 2020: https://en.wikipedia.org/w/index.php?title=David_Horowitz&oldid=964422427

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Deep State in the United States (2016)	**2016–2017** - Lends credence to the notion of a deep state in the US	**2017–2019** - Critics say it's a conspiracy theory		**2019–2020** - Described as a "conspiracy theory" in WP voice - Includes arguments by proponents	

The first stable versions of the lead (2016–2017) lend credence to the notion that there is a deep state in the US.[130] This version of the lead falls into the "Fringe normalization" category.

In early 2017, there are attempts to discredit proponents of a deep state, but those versions of the lead are unstable.[131] By March 2017, a stable version of the lead attributes the "conspiracy theory" label to "detractors".[132] Attempts to remove this from the lead fail.[133] At various points during 2018, the lead describes it as a conspiracy theory or conspiratorial belief.[134] Between November 2018 and February

[130] Jan 2016: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=698645513
Oct 2016: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=744998214
[131] Jan 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=759869087
Feb 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=763929750
Feb 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=764760718
Feb 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=765747743
March 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=768630154
[132] March 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=781250228
[133] Aug 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=794297638
Aug 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&diff=796904897&oldid=796890137
Dec 2017: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=813915920
[134] Aug 2018: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&diff=854551672&oldid=854550085

2019, the lead the lead uses "controversial belief" rather than "conspiracy theory".[135] This version of the lead falls into the “Teach the controversy” category.

From 2019 onwards, the lead includes arguments from proponents of the theory but also describes it as a “conspiracy theory” in Wikipedia’s voice.[136] This version of the lead falls into the “Identification of the Fringe View” category.

Wikipedia page 14. Discovery Institute

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Discovery Institute (2002)	**2002–2005** - A think tank that promotes Intelligent Design - Mentions various "areas of interest" for the think tank, suggesting its focus is broader than just ID (2004–2005)				**2019–2020** - Promotes the "pseudoscientific concept of intelligent design" (WP voice)

The first stable versions of the lead (2002–2005) describe the organization as a think tank that promotes Intelligent Design. There are no criticisms.[137] This version of the lead falls into the “Fringe normalization” category. The page’s archived history is subsequently

[135] Nov 2018: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&diff=868551776&oldid=868380048
Feb 2019: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=884304253
[136] July 2019: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=904590696
June 2020: https://en.wikipedia.org/w/index.php?title=Deep_state_in_the_United_States&oldid=964846621
[137] Dec 2002: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=854741
April 2003: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=2577724
March 2004: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=4900695
Dec 2004: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=9037651
March 2005: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=12037133

blurred from 2005 to 2019 for copyright reasons. Thus, the lead does not fall into any categories for that period.[138] From 2019 onwards, the lead describes the organization as a promoter of pseudoscience in Wikipedia's voice.[139] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 15. Douma chemical attack

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Douma chemical attack (2018)		**2018–2020** - "Attributed to the Syrian army" by rebel forces, and governments in the US, UK and France - OPCW report found no evidence for a Syrian government claim that rebel fighters used a local facility to produce chemical weapons			

From 2018 onwards, the lead includes attributed claims that the Assad government was responsible.[140] This version of the lead falls into the "Teach the controversy" category.

May 2005: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=13592341
July 2005: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=19062311
[138] Public logs: https://en.wikipedia.org/w/index.php?title=Special:Log&page=Discovery+Institute
[139] Jan 2019: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=880519543
June 2020: https://en.wikipedia.org/w/index.php?title=Discovery_Institute&oldid=965337019
[140] May 2018: https://en.wikipedia.org/w/index.php?title=Douma_chemical_attack&oldid=839360833
June 2019: https://en.wikipedia.org/w/index.php?title=Douma_chemical_attack&oldid=901683946

Wikipedia page 16. Family Research Council

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Family Research Council (2003)	**2003–2012** - No criticism - Lends credence	**2012–2020** - The SPLC calls FRC "an anti-gay hate group" and says it makes "false claims" and uses "discredited research and junk science"			

From 2003 to 2012, the lead lends credence to the organization and includes no criticisms.[141] Attempts are made in 2010–2012 to include SPLC criticisms of the organization, but those edits are reverted.[142] This version of the lead falls into the "Fringe normalization" category.

June 2020: https://en.wikipedia.org/w/index.php?title=Douma_chemical_attack&oldid=964850008
[141] Sep 2003: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=4798009
Oct 2004: 2004: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=9884159
Dec 2005: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=31823275
June 2006: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=56844522
Dec 2006: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=97451610
Dec 2007: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=177332867
Dec 2008: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=258160603
Dec 2009: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=333461533
Aug 2010: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=381592660
Nov 2010: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=394401117
[142] Nov 2010: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&diff=398778710&oldid=398778154
Dec 2010: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=404106873
Feb 2011: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&diff=411582623&oldid=411573012
July 2011: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&diff=437823070&oldid=437816654

From 2012 onwards, the SPLC criticism of the organization is in the lead.[143] This version of the lead falls into the "Teach the controversy" category.

Wikipedia page 17. Gab (social network)

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Gab (social network) (2016)	**2016–2018** - Lends credence - No criticism		**2018** - "Has been described" or "criticized" as "a platform for the alt-right and white supremacists"	**2018–2020** - "Known for its far-right userbase" - "Widely described as a safe haven for extremists including neo-Nazis, white supremacists, and the alt-right"	

Oct 2011: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=456602726
Dec 2011: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=467800557
Aug 2012: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=505362667
[143] Oct 2012: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=517674928
May 2013: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=553875474
Dec 2013: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=587692101
Dec 2014: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=639839115
Dec 2015: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=693831875
Dec 2016: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=757228810
Dec 2017: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=816482446
Dec 2018: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=875645234
Dec 2019: https://en.wikipedia.org/w/index.php?title=Family_Research_Council&oldid=932183645

From 2016 to 2018, the lead lends credence to Gab and does not mention any criticisms of the platform.[144] An editor attempts to introduce criticisms in late 2017, but it gets quickly reverted.[145] This version of the lead falls into the "Fringe normalization" category.

For several months in 2018, the lead includes attributed criticisms of the platform which link to the alt-right and white supremacy.[146] This version of the lead falls into the "False balance" category.

By December 2018 onwards, the lead states in Wikipedia's voice that the platform has a far-right userbase and includes attributed claims that the platform is known for hosting extremists.[147] This version of the lead falls into the "Identification of the fringe view" category.

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[144] Oct 2016. https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=742944925
Nov 2016: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=752051645
Dec 2016: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=756649795
March 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=772984675
June 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=784500310
Aug 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=796153790
Sep 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=798662797
Oct 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=803682854
[145] Dec 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=813318987
Dec 2017: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=813318987
Feb 2018: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=826170946
[146] March 2018: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=829291897
April 2018: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=834083906
Aug 2018: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=853819985
Nov 2018: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=866984010
[147] Dec 2018: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=876240484
April 2019: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=892305669
June 2019: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=905880587
June 2020: https://en.wikipedia.org/w/index.php?title=Gab_(social_network)&oldid=965379890

Wikipedia page 18. Gamergate controversy

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Gamergate controversy (2014)			**2014** - GG is both about the harassment of several women in the video game industry and GG supporters' concerns with video game industry ethics - Harassment of women took place (WP voice)	**2014–2020** - Harassment of women took place (WP voice) - GG supporters say they are concerned with ethics. Others respond that the concerns are "trivial, conspiracy theories, groundless, or unrelated to [ethics]" - Has been "defined by the harassment" of GG supporters and "viewed as a right-wing backlash against progressivism"	

The first stable version of the lead (2014) describes as being both about harassment of women and concerns about ethics in the video game industry.[148] This version of the lead falls into the "False balance" category. From December 2014 onwards, the lead emphasizes the harassment and pushes back on claims that the Gamergate controversy is about ethics in the video game industry.[149] This version of the lead falls into the "Identification of the fringe view" category.

[148] Sep 2014: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=627436485
Sep 2014: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=627683838
Oct 2014: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=631801593
[149] Dec 2014: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=639033760
Dec 2014: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=640416513
Sep 2015: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=681363974
July 2016: https://en.wikipedia.org/w/index.php?title=Gamergate_(harassment_campaign)&oldid=728092097

Wikipedia page 19. Genetically modified food

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Genetically modified food (2003)		**2003–2006, 2007–2013** - There is disagreement on the subject	**2006** - There is "disagreement" between nations - "Many scientific organizations" consider GM food as no more risky than non-GM food	**2013–2020** - WP says the "scientific consensus" is that GM food is as safe as non-GM food - Mentions public concerns	

The first stable versions of the lead (2003–2006) include content that frames a controversy around GMOs with the views of critics and proponents.[150] This version of the lead falls into the "Teach the Controversy" category. For a few months in 2006, the lead emphasizes that scientific organizations do not consider GMOs dangerous, but still notes that there is a controversy and debate between proponents and critics.[151] This version of the lead falls into the "False Balance" category.

May 2017: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=782910798
April 2018: https://en.wikipedia.org/w/index.php?title=Gamergate_controversy&oldid=835806650
April 2019: https://en.wikipedia.org/w/index.php?title=Gamergate_(harassment_campaign)&oldid=891534136
April 2020: https://en.wikipedia.org/w/index.php?title=Gamergate_(harassment_campaign)&oldid=950935268

[150] Dec 2003: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=2107072
June 2004: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=4258333
Dec 2004: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=9328996
Dec 2005: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=32895359
May 2006: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=55756288

[151] Sep 2006: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=74747917
Nov 2006: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=90970626

By December 2006, the lead no longer discusses the views of scientific organizations.[152] From that point until 2013, the lead is again divided between proponents and critics.[153] This version of the lead falls into the "Teach the controversy" category.

[152] Dec 2006: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=92689531
[153] Feb 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=107212666
April 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=125221241
May 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=130843699
May 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=134417483
Dec 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=180658267
June 2008: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=219229465
Aug 2008: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=233540646
Feb 2009: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=272980872
May 2009: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=289268151
Jan 2010: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=339259391
May 2010: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=361574263
Oct 2011: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=455228311
April 2012: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=487981492
Dec 2012: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=530694356

From 2013 onwards, the lead refers to a scientific consensus on the safety of GMO food, but still notes that there are public concerns.[154] This version of the lead falls into the "Identification of the Fringe View" category. The language on a "scientific consensus" was affirmed in a 2016 referendum.[155]

Wikipedia page 20. Genetically modified food controversies

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Genetically modified food controversies (2006)		**2006–2007, 2009–2010** - Opinion is divided		**2007–2009, 2010–2020** - WP voice says that "no health harms" have been identified - Many studies attest the safety of GM food - Mentions public concerns - WP voice says there is "scientific consensus" that GM food is safe to eat (2010–2020)	

[154] Jan 2013: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=535266144
Feb 2013: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=536065226
March 2013: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=541541668
May 2013: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=556844707
Jan 2014: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=593048085
Nov 2015: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=689965538
Nov 2017: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=811265966
Nov 2018: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=870672870
Nov 2019: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=928190393
June 2020: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food&oldid=964032458
[155] 2016 RFC: https://en.wikipedia.org/wiki/Wikipedia:Requests_for_comment/Genetically_modified_organisms

The earliest stable versions of the lead (2006–2007) includes content that emphasizes a debate between proponents and critics.[156] This version of the lead falls into the "Teach the Controversy" category.

Over the period 2007–2009, the lead notes that many studies attest to the safety of GMOs, but notes that there are public concerns.[157] This version of the lead falls into the "Identification of the Fringe View" category.

Over the period 2009–2010, the lead emphasizes a debate between proponents and critics.[158] This version of the lead falls into the "Teach the Controversy" category.

From 201o onwards, the lead says in Wikipedia's voice that no health harms have been identified, cites studies that attest to the safety of GMOs and refers to a scientific consensus on the safety of GMOs.[159] This version of the lead falls into the "Identification of the Fringe View" category.

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[156] Dec 2006: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=92138497
[157] Jan 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=101611098
March 2007: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=114843851
Jan 2008: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=186117439
May 2008: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=210263149
Nov 2008: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=253580615
Jan 2009: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=263592965
[158] March 2009: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=280206114
June 2009: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=297734897
May 2010: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=364134227
Sep 2010: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=383467750
[159] December 2010: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=402778414
Aug 2011: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=445959824
Dec 2011: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=465767616

Wikipedia page 21. Global cooling

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Global cooling (2003)				**2003–2006** - A "theory" - Does not clarify that scientists never accepted the theory	**2006–2020** - "Never had strong scientific support"

The earliest stable versions of the lead (2003–2006) framed global cooling as a "theory" but did not clarify that scientists never support the theory (as climate change deniers insist that scientists did).[160] This version of the lead falls into the "Identification of the Fringe View" category.

July 2012: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=501014264
Aug 2013: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=569918501
Oct 2014: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=630414100
Oct 2015: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=685388077
Oct 2016: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=747077737
Oct 2017: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=806946676
Oct 2018: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=866544244
Oct 2019: https://en.wikipedia.org/w/index.php?title=Genetically_modified_food_controversies&oldid=921442587

[160] Dec 2003: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=2071530
Dec 2004: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=8569739

From 2006 onwards, the lead states in Wikipedia's voice that the theory never had scientific support.[161] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 22. Global warming

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting

November 2005 https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=29147660
March 2006 https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=42806494
May 2006 https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=51571155
[161] June 2006: https://en.wikipedia.org/w/index.php?title=Global_cooling&diff=61092704&oldid=60908835
July 2006 https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=65047569
Dec 2007: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=180681060
Dec 2008: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=260784409
Dec 2009: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=335226373
Dec 2010: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=404395558
Dec 2011: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=468554324
Dec 2012: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=528268974
Dec 2013: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=586169692
Dec 2014: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=639744601
Dec 2015: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=696227850
Dec 2016: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=754626634
Dec 2017: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=817493042
Dec 2018: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=875622829
Dec 2019: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=933154424
June 2020: https://en.wikipedia.org/w/index.php?title=Global_cooling&oldid=962975485

Global warming (2001)		**2002–2004** - The causes are disputed - Whether warming is good or bad is disputed - Scientists are divided - "Global warming theory"	**2001–2002, 2004–2005** - All climate models point to human activity as a contributor of warming (2004–2005) - Refers to "global warming theories" (2004–2005) - Some space to climate deniers - There is uncertainty to climate science - "Scientists generally believe" that human factors "play an important role" (2001–2002)	**2005–2009** - A scientific consensus exists (WP voice) and it holds that human activity significantly contributes to climate change - Mentions that some scientists contest the consensus	**2009–2020** - A scientific consensus exists (WP voice) and it holds that human activity significantly contributes to climate change - Delineates the breadth of scientific organizations that endorse the consensus - Delineates the evidence in favor of the consensus - No mention of dissenting views

The earliest stable versions of the lead (2001–2002) referred to uncertainty about climate science but noted that "scientists generally believe" that human activity is a primary contributor to climate change.[162] This version of the lead falls into the "False Balance" category.

From 2002 to 2004, the lead frames global warming as a subject of debate among scientists where the causes and effects of global warming are disputed.[163] This version of the lead falls into the "Teach the Controversy" category.

[162] Dec 2001: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=254433
[163] August 2002: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=181952
August 2003: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=1309524
March 2004: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=2781716
July 2004: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=4669906
Aug 2004: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=5252037
Oct 2004: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=6807290

From 2004 to 2005, the lead says that all climate models point to human activity as a contributor but describes global warming as a theory and notes there is uncertainty.[164] This version of the lead falls into the "False Balance" category.

From 2005 to 2009, the lead refers to the existence of a scientific consensus in Wikipedia's voice that holds that human activity significantly contributes to climate change. However, the lead also notes that some scientists contest the consensus.[165] This version of the lead falls into the "Identification of the Fringe View" category. Disruptive editors were sanctioned in 2005 arbitration rulings, removing several editors who had a track record of advocating for fringe content on this page.[166]

[164] Nov 2004: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=8099701
[165] Dec 2005: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=32081056
May 2006: https://en.wikipedia.org/w/index.php?title=Global_warming&oldid=51362635
Jan 2007: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=97941403
Sep 2007: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=160945985
Sep 2008: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=241675345
April 2009: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=281715764
July 2009: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=302183377
[166] 2005 Arbcom A: https://en.wikipedia.org/wiki/Wikipedia:Requests_for_arbitration/Climate_change_dispute
2005 Arbcom B: https://en.wikipedia.org/wiki/Wikipedia:Requests_for_arbitration/Climate_change_dispute_2

From 2009 onwards, the lead talks about a scientific consensus, delineates the evidence in favor of the consensus, and does not mention dissenting views.[167] This version of the lead falls into the "Proactive Fringe Busting" category. Discretionary sanctions were implemented against problematic editors in 2010, further enshrining the version of the lead established in 2009.[168]

Wikipedia page 23. Global warming controversy

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Global warming controversy (2002)		**2002–2003, 2004–2005, 2007–2010** - Scientific opinion is divided	**2005–2006** - States in WP voice that the "current scientific opinion" is that the climate is warming primarily due to human activity - Delineates the bodies that endorse the consensus - Mentions dissent	**2006–2007, 2010–2019** - States in WP voice that the "scientific consensus" is that the climate is warming primarily due to human activity - Delineates the bodies that endorse the consensus - Mentions dissent - Criticisms of funding for both	**2019–2020** - Lead is exclusively devoted to what it characterizes in WP voice as the scientific consensus on climate science - Dissent is primarily characterized as poorly based and motivated by industry funding - Removal of content disputing

[167] Dec 2009: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=334144091
Aug 2010: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=382148616
Aug 2011: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=444586371
Jan 2012: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=469806901
Jan 2013: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=535902516
Jan 2014: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=592858242
Jan 2015: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=644470474
Feb 2016: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=706550651
Feb 2017: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=767496705
Feb 2018: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=827855510
Feb 2019: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=885461390
Feb 2020: https://en.wikipedia.org/w/index.php?title=Climate_change&oldid=940793407
[168] 2010 Arbitration: https://en.wikipedia.org/wiki/Wikipedia:Arbitration/Requests/Case/Climate_change#Climate_change:_discretionary_sanctions

				deniers and mainstream scientists (2012–2019)	motives of climate scientists (e.g. funding)

The first stable versions of the lead (2002–2003) frame scientific opinion as divided on global warming.[169] This version of the lead falls into the "Teach the controversy" category. There was no stable lead during a long stretch from 2003 to 2004. From 2004 to 2005, there was again an emphasis on divided scientific opinion.[170] This version of the lead falls into the "Teach the controversy" category.

From 2005 to 2006, the lead refers to a scientific consensus but also mentions that some dissent from it.[171] This version of the lead falls into the "False balance" category. From 2006 to 2007, the lead emphasizes the strength of the scientific consensus, but also mentions that some dissent from it.[172] This version of the lead falls into the "Identification of the fringe view" category.

[169] Feb 2002: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=5886
Feb 2003: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=667554
[170] Dec 2004: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=9033025
April 2005: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=13042466
June 2005: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=15094760
[171] Dec 2005: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=30134245
July 2006: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=62510767
[172] Aug 2006: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=71182084
Dec 2006: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=93629321
Jan 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=104363253
Feb 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=107865385

From 2007 to 2010, the lead frames scientific opinion as divided on global warming.[173] This version of the lead falls into the "Teach the controversy" category.

[173] Feb 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=104363253
April 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=122348238
April 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=122855507
April 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=124590551
April 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=127133477
May 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=133005283
June 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=135926402
July 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=145672787
August 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=148593408
Sep 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=156072001
Sep 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=157892963
Nov 2007: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=172225770
March 2008: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=199094988
June 2008: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=219030556
Nov 2009: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=328833018
Feb 2010: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=341460916

From 2010 to 2019, the lead emphasizes the strength of the scientific consensus but notes that there are dissenters.[174] This version of the lead falls into the "Identification of the fringe view" category. Discretionary sanctions were implemented against problematic editors in 2010, further enshrining the version of the lead established in 2010.[175]

From 2019 onwards, the lead is exclusively devoted outlining the scientific consensus, the evidence behind the consensus, and the flaws of those who dissent.[176] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 24. Guccifer 2.0

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting

[174] July 2010: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=371239567
Oct 2010: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=390478331
Sep 2011: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=453126742
July 2012: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=502168626
Jan 2013: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=531883771
July 2013: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=565529855
July 2014: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=618840298
July 2015: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=673904849
July 2016: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=727959936
July 2017: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=792682376
July 2018: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=852504650
[175] 2010 Arbitration: https://en.wikipedia.org/wiki/Wikipedia:Arbitration/Requests/Case/Climate_change#Climate_change:_discretionary_sanctions
[176] July 2019: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=906428154
June 2020: https://en.wikipedia.org/w/index.php?title=Global_warming_controversy&oldid=965096302

Guccifer 2.0 (2016)			**2016–2020** - Some of the leaks are "forgeries" and "disinformation" - US intel community and many cybersecurity organizations have attributed the persona to Russian intel services - The Russian government and WikiLeaks deny		

From 2016 onwards, the lead described some leaks as forgeries and disinformation while noting that the US intelligence community attributes the leaks to Russia while Russia and WikiLeaks deny that Russia is behind the leaks.[177] This version of the lead falls into the "False balance" category.

Wikipedia page 25. HIV/AIDS denialism

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting

[177] Sep 2016: https://en.wikipedia.org/w/index.php?title=Guccifer_2.0&oldid=739483933
Dec 2016: https://en.wikipedia.org/w/index.php?title=Guccifer_2.0&oldid=757585195
Dec 2017: https://en.wikipedia.org/w/index.php?title=Guccifer_2.0&oldid=817548707
July 2018: https://en.wikipedia.org/w/index.php?title=Guccifer_2.0&oldid=850544395
Dec 2019: https://en.wikipedia.org/w/index.php?title=Guccifer_2.0&oldid=930619946

HIV/AIDS denialism (2003)				**<u>2003–2007</u>** - "Most of the scientific community" challenges HIV/AIDS denialism - HIV/AIDS denialism challenges the scientific consensus that HIV causes AIDS - Explains basis of HIV/AIDS denialism	**<u>2007–2020</u>** - There is a scientific consensus that HIV causes AIDS (WP voice) - HIV/AIDS denialism is conclusively wrong - That HIV causes AIDS has been thoroughly proven

The earliest stable versions of the lead (2003–2007) explains why some groups engage in HIV/AIDS denialism while emphasizing that most scientists reject HIV/AIDS denialism.[178] This version of the lead falls into the "Identification of the Fringe View" category.

From 2007 onwards, the lead refers to a scientific consensus against HIV/AIDS denialism and delineates why HIV/AIDS denialism is wrong.[179] This version of the lead falls into the "Proactive Fringe Busting" category

[178] July 2003: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=1179842
Jan 2004: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=2384157
Jan 2005: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=9873334
Jan 2006: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=37026468
Oct 2006: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=78970001
[179] Jan 2007: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=101623282
Jan 2008: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=101623282
Dec 2008: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=261188605
Dec 2010: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=404231168
Jan 2012: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=474311228
Jan 2013: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=535917695
Jan 2014: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=592820215
Jan 2015: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=644588706
Jan 2016: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=699562564
Jan 2017: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=758212623

Wikipedia page 26. Hockey stick controversy

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Hockey stick controversy (2007)		**2007–2010** - The graph is disputed (2007–2010) - Lead includes lots of attributed criticisms and expressions of uncertainty (2007) - Lead also includes language about how the graph has been reproduced by other scientists (2007)	**2010–2012** - Lead contains a lot of criticisms of the graph - The lead is very long - The final paragraph clearly states that the bulk of evidence supports the hockey stick graph and that a "broad consensus" supports it	**2013–2020** - The final paragraph clearly denotes that the graph is extensively supported by studies and that there is a "consensus" behind the graph - However, the rest of the lead focuses a lot on criticisms and uncertainty regarding the graph	

The earliest stable versions of the lead (2007–2010) note that the hockey stick graph is disputed, mentions attributed criticisms of the graph, and mentions that some scientists support the graph.[180] This version of the lead falls into the "Teach the controversy" category.

Dec 2017: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=815675422
Dec 2018: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=875612324
Dec 2019: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=932587928
June 2020: https://en.wikipedia.org/w/index.php?title=HIV/AIDS_denialism&oldid=961250853

[180] Jan 2007: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=102002423
April 2007: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=120715521
Aug 2007: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=179886247
Dec 2007: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=179886247
Aug 2008: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=232282772
Nov 2008: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=255139287
Oct 2009: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=321758440
Dec 2009: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=335177907

From 2010 to 2012, the lead includes a lot of criticisms of the graph but also states that a scientific consensus supports the graph.[181] This version of the lead falls into the "False Balance" category.

From 2013 onwards, the lead emphasizes how widely supported the graph is and all the evidence in support of the group, but still mentions uncertainties and criticisms.[182] This version of the lead falls into the "Identification of the Fringe View" category

Wikipedia page 27. Homeopathy

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting

[181] July 2010: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=376450728
May 2011: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=429769813
Dec 2011: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=466712017
July 2012: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=503658804
Dec 2012: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=530565106
[182] Feb 2013: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=536698227
Dec 2013: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=584758045
Dec 2014: https://en.wikipedia.org/w/index.php?title=Hockey_stick_graph_(global_temperature)&oldid=639721710
Dec 2015: https://en.wikipedia.org/w/index.php?title=Hockey_stick_controversy&oldid=696928081
Dec 2016: https://en.wikipedia.org/w/index.php?title=Hockey_stick_graph_(global_temperature)&oldid=757459171
Dec 2017: https://en.wikipedia.org/w/index.php?title=Hockey_stick_graph_(global_temperature)&oldid=813554911
Sep 2018: https://en.wikipedia.org/w/index.php?title=Hockey_stick_graph_(global_temperature)&oldid=859688862
Sep 2019: https://en.wikipedia.org/w/index.php?title=Hockey_stick_graph_(global_temperature)&oldid=917090869
June 2020: https://en.wikipedia.org/w/index.php?title=Hockey_stick_graph_(global_temperature)&oldid=960741744

Homeopathy (2001)		**2001–2006** - "Controversial system of alternative medicine"	**2006–2013** -"Lack of convincing scientific evidence supporting its efficacy" - Has been "regarded as pseudoscience" - In the words of a 1998 medical review, a "placebo therapy at best and quackery at worst"	**2013–2015** - "The scientific community regards homeopathy as a sham" - "Homeopathy is considered a pseudoscience"	**2015–2020** - "Homeopathy is a pseudoscience" (WP voice)

The earliest stable versions of the lead (2001–2006) frame homeopathy as a controversial system of medicine that proponents and opponents are divided about.[183] There was an attempt in May 2005 by an editor to insert content to the lead that disputed the effectiveness of homeopathy, but it was quickly reverted and was highly contested on the talk page.[184] This version of the lead falls into the "Teach the Controversy" category.

From 2006 to 2013, the lead includes attributed criticisms from scientists (including claims that homeopathy is pseudoscience) but also fleshes out the logic behind homeopathy's purported processes.[185] This version of the lead falls into the "False Balance" category. In

[183] Dec 2001: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=257893
Dec 2002: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=593670
Dec 2003: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=2177793
Dec 2004: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=9120117
[184] May 2005: https://en.wikipedia.org/w/index.php?title=Homeopathy&diff=13934774&oldid=13925586
Dec 2005: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=31119690
Dec 2005: https://en.wikipedia.org/w/index.php?title=Homeopathy&diff=32835549&oldid=32820993
Talk page archive 4: https://en.wikipedia.org/wiki/Talk:Homeopathy/Archive_4#Rudi's_proposed_intro
Talk page archive 7: https://en.wikipedia.org/wiki/Talk:Homeopathy/Archive_7
[185] May 2006: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=54152102
May 2006: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=76804247
March 2007: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=119018646

2008, an arbitration case led to the sanctioning of a highly prolific defender of homeopathy, removing one of the page's main proponents of including fringe content in the lead.[186]

From 2013 to 2015, the lead includes stronger criticisms of homeopathy and frames these as coming from the scientific community.[187] This version of the lead falls into the "Identification of the Fringe View" category.

From 2015 onwards, the lead describes homeopathy as a pseudoscience in Wikipedia's voice.[188] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 28. InfoWars

Feb 2008: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=188980917
March 2008: https://en.wikipedia.org/w/index.php?title=Homeopathy&diff=prev&oldid=196857851
Dec 2008: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=256572668
Oct 2009: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=318896304
Oct 2010: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=391473979
June 2011: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=434844939
June 2012: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=499793083
[186] 2008 Arb com case: https://en.wikipedia.org/wiki/Wikipedia:Requests_for_arbitration/Homeopathy
[187] July 2013: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=564174552
May 2014: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=610807684
March 2015: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=651429222
[188] March 2015: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=651429222
March 2016: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=712790280
March 2017: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=769636713
March 2018: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=832846980
March 2019: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=888508147
March 2020: https://en.wikipedia.org/w/index.php?title=Homeopathy&oldid=947528134

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
InfoWars (2017)*					**<u>2017–2020</u>** -Pushes "conspiracy theories" and "fake news" (WP voice) - Initially described as "right-wing" (gets changed to "far-right" over time) (WP voice)

From 2017 onwards, the lead describes InfoWars as a conveyor of "conspiracy theories" and "fake news" in Wikipedia's voice.[189] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 29. Intelligent design

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting

[189] Dec 2017: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=817474670
Feb 2018: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=823719200
March 2018: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=830884876
May 2018: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=843167741
July 2018: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=852068512
June 2019: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=902422244
June 2020: https://en.wikipedia.org/w/index.php?title=InfoWars&oldid=962864420

Intelligent design (2001)		**2001–2004** - Critics say - Proponents say		**2004–2014** - "Overwhelming majority" of scientists reject ID - Scientific organizations say it's a pseudoscience - The "scientific community" says it's a pseudoscience (2006–2013) - The scientific "consensus" is that it's not science (2009–2013)	**2014–2020** - ID "is a pseudoscience theory" (WP voice)

The earliest stable versions of the lead (2001–2004) include a description of ID, along with content on what critics and proponents say about it.[190] This version of the lead falls into the "Teach the controversy" category.

[190] Dec 2001: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=259949
Dec 2002: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=554673
Oct 2003: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=1556871
Aug 2004 https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=536203

From 2004 to 2014, the lead notes that the scientific community rejects ID and that they characterize as pseudoscience.[191] Editors attempt to describe ID as a pseudoscience, but other editors revert those changes.[192] This version of the lead falls into the "Identification of the fringe view" category.

From 2014 onwards, the lead describes ID as a pseudoscience in Wikipedia's voice.[193] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 30. Jared Taylor

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[191] Dec 2004: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=9003694
Dec 2005: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=31716633
Dec 2006: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=97670278
Oct 2007: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=168431267
Dec 2007: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=181194872
Dec 2008: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=260716676
Dec 2009: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=333232635
Dec 2010: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=404100114
Dec 2011: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=468374113
March 2012: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=484856857
Dec 2012: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=529131868
Dec 2013: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=588584846
[192] April 2014: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=604283639
April 2014: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=604283639
[193] Dec 2014: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=640149525
Dec 2015: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=696945717
Dec 2016: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=757513950
Dec 2017: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=817093390
Dec 2018: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=876116776
Dec 2019: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=931258374
June 2020: https://en.wikipedia.org/w/index.php?title=Intelligent_design&oldid=964876018

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Jared Taylor (2004)	**2004–2005, 2009–2010** - Journalist - "Advocate" of "racialist theories" - No criticism	**2008–2009, 2010–2011** - Journalist - Advocate of "racial realist explanations" - His journal self-describes as "racial-realist" - Accused of racism	**2005–2008, 2011–2014** - "White nationalist journalist" - His journal addresses "issues of racial difference and their impact on societies" - Proponent of "racial realism" - Described as racist by various actors - He rejects the accusations of racism	**2014–2016** - Lead is primarily devoted to attributed claims that he is racist and that his journal is white supremacist - WP describes him as a "journalist" and advocate of "racial realism"	**2016–2020** - Is a "white supremacist" (or "white nationalist") in WP voice - "Accused of promoting racist ideologies" by civil rights groups, news media and academics who study racism

The earliest stable versions of the lead (2004–2005) describe Taylor as a journalist and include no criticisms.[194] This version of the lead falls into the "Fringe Normalization" category

From 2005 to 2008, the lead characterizes Taylor as a "White nationalist journalist" and covers both accusations that he is a racist and Taylor's insistence that he is not.[195] This version of the lead falls into the "False Balance" category.

[194] Oct 2004: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=9128150
Jan 2005: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=9162711
[195] June 2005: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=30077859
Dec 2005: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=30077859
Dec 2006: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=94226563
July 2007: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=147896739
Oct 2007: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=163082826

From 2008 to 2009, the lead describes Taylor as a journalist but notes that there are accusations of racism.[196] This version of the lead falls into the "Teach the Controversy" category.

From 2009 to 2010, the lead describes Taylor as a journalist and include no criticisms.[197] This version of the lead falls into the "Fringe Normalization" category.

From 2010 to 2011, the lead describes Taylor as a journalist but notes that there are accusations of racism.[198] This version of the lead falls into the "Teach the Controversy" category.

From 2011 to 2014, the lead characterizes Taylor as a "White nationalist journalist" and covers both accusations that he is a racist and Taylor's insistence that he is not.[199] This version of the lead falls into the "False Balance" category.

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[196] Feb 2008: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=188798723
May 2008: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=210948891
July 2008: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=223202978
Dec 2008: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=259837523
[197] May 2009: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=291729920
Dec 2009: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=332069136
[198] Feb 2010: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=345068631
Aug 2010: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=377030581
Dec 2010: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=404165975
Feb 2011: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=415340728
[199] April 2011: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=423065846
June 2011: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=434194207
June 2011: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=436576481
Dec 2011: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=466988635
July 2012: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=504383743
Dec 2012: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=530313404

From 2014 to 2016, the lead mostly focuses on attributed claims that Taylor is a racist and that his journal is white supremacist, but the lead also describes him as a journalist and "racial realism."[200] This version of the lead falls into the "Identification of the Fringe View" category.

From 2016 onwards, the lead describes Taylor as a "white nationalist and a journalist" in Wikipedia's voice, as well as includes attributed claims of racism.[201] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 31. Judy Mikovits

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting

Dec 2013: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=585598419
[200] May 2014: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=609693471
Dec 2014: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=639923099
Dec 2015: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=697014974
[201] Feb 2016: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=703871951
Feb 2016: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=705688239
July 2016: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=729079172
Dec 2016: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=756581458
Aug 2017: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=796170877
June 2018: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=846396763
June 2019: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=904115038
June 2020: https://en.wikipedia.org/w/index.php?title=Jared_Taylor&oldid=960140049

Judy Mikovits (2010)	**2010–2011** - No criticism - Lends credence	**2011** - "Research director of the Whittemore Peterson Institute" - "Led a research effort" - "controversy" - Critics say her claims are without evidence - Supporters praise her		**2011–2020** - "Researcher" or "former research director" - fired - Arrested but the charges were dismissed - Research retracted by Science	**2020** - "Former... research scientist" - "Known for discredited medical claims" - Described as a "promoter of conspiracy theories" - "Accused of scientific misconduct" - "Promoted conspiracy theories about the COVID-19 pandemic"

The earliest stable versions of the lead (2010–2011) lend credence to Mikovits and omits criticisms.[202] This version of the lead falls into the "Fringe Normalization" category. In 2011, the lead notes that she has been criticized.[203] This version of the lead falls into the "Teach the Controversy" category. From late 2011 to 2020, the lead focuses on her firing and the retraction of research she authored.[204] This version of the lead falls into the "Identification of the Fringe View" category.

From 2020 onwards, the lead describes her as a former researcher, links her to scientific misconduct, and describes her as a promoter of conspiracy theories.[205] This version of the lead falls into the "Proactive Fringe Busting" category.

[202] June 2010: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=367650969
[203] May 2011: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=428696278
[204] Dec 2011: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=468215668
Sep 2012: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=515345270
Dec 2014: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=635093371
Sep 2015: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=678935149
June 2016: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=725304401
Aug 2017: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=793899154
Dec 2018: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=873607129
Sep 2019: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=917496435
March 2020: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=947360615
[205] June 2020: https://en.wikipedia.org/w/index.php?title=Judy_Mikovits&oldid=963622271

Wikipedia page 32. Passive smoking

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Passive smoking (2006)		**Jan–June 2006** - Science is divided on the issue	**June–Oct 2006** - There is "controversy" over the health harms - "Most recent studies" confirm the health risks	**Nov 2006–2009** - "Current scientific evidence shows that exposure to tobacco smoke causes death, disease and disability"	**2009–2020** - "Scientific evidence shows that exposure to secondhand tobacco smoke causes disease, disability, and death" - Health harms are a "matter of scientific consensus" - The tobacco industry manufactured the appearance of a scientific dispute

The earliest stable versions of the lead (January–June 2006) notes that the science is divided on the issue of passive smoking.[206] This version of the lead falls into the "Teach the controversy" category.

From June 2006 to October 2006, the lead refers to a controversy over passive smoking while noting that scientific studies have pointed to health risks.[207] This version of the lead falls into the "False balance" category.

[206] Jan 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=33465887
Feb 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=39200591
March 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=44405158
March 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=45722837
April 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=50568272
May 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=55024041
May 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=54148375
[207] June 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=57602413

From November 2006 to 2009, the lead notes that scientific evidence shows that passive smoking causes health problems.[208] This version of the lead falls into the "Identification of the fringe view" category.

From 2009 onwards, the lead remarks on the scientific consensus on the health harms, delineates the evidence in favor of the consensus, and points out the flaws of skeptics' rhetoric.[209] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 33. Khan Shaykhun chemical attack

July 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=61815631
July 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=66929244
Oct 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=81352077
[208] Nov 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=54148375
Dec 2006: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=96102393
Aug 2007: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=148508528
Dec 2007: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=180178574
Dec 2008: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=260956058
[209] June 2009: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=294609984
April 2010: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=356243902
April 2011: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=426499020
April 2012: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=486964658
May 2013: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=557769669
June 2014: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=613293853
June 2015: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=667847237
June 2016: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=726339916
June 2017: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=787429930
June 2018: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=847504488
June 2019: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=899988417
May 2020: https://en.wikipedia.org/w/index.php?title=Passive_smoking&oldid=958206385

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Khan Shaykhun chemical attack (2017)		**2017** - Accusations and denials from various sides		**2017–2020** - Multiple governments, Human Rights Watch, and the UN attributed responsibility to the Assad regime - Syrian and Russian governments claim the attack was staged or fabricated (WP voice says it did occur) - OPCW-UN attributed responsibility to the Assad regime	

The earliest stable versions of the lead (2077) discussed accusations and denials from various sides over who committed the chemical attack.[210] This version of the lead falls into the "Teach the controversy" category.

By the end of 2017, the lead notes that multiple governments and organizations have attributed responsibility for the attack to the Assad regime, but also includes rebuttals from Assad and Russia.[211] This version of the lead falls into the "Identification of the fringe view" category.

[210] April 2017: https://en.wikipedia.org/w/index.php?title=Khan_Shaykhun_chemical_attack&oldid=777772980
[211] Dec 2017: https://en.wikipedia.org/w/index.php?title=Khan_Shaykhun_chemical_attack&oldid=816145367
June 2018: https://en.wikipedia.org/w/index.php?title=Khan_Shaykhun_chemical_attack&oldid=844496733
Dec 2019: https://en.wikipedia.org/w/index.php?title=Khan_Shaykhun_chemical_attack&oldid=931204141
June 2020: https://en.wikipedia.org/w/index.php?title=Khan_Shaykhun_chemical_attack&oldid=964886872

Wikipedia page 34. Lauren Southern

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Lauren Southern	**2016–2017** - A libertarian - She was suspended from the Canadian Libertarian Party but reinstated "after public outcry"			**2017–2020** - "Far-right" in WP voice - "Has been described as alt-right and a white nationalist" - Promotes the "Great Replacement conspiracy theory" - Has been "credited" with popularizing the "white genocide conspiracy theory"	

The earliest stable versions of the lead (2016–2017) describe her as a libertarian.[212] This version of the lead falls into the "Fringe normalization" category.

From 2017 onwards, the lead characterizes her as a far-right promoter of conspiracy theories.[213] This version of the lead falls into the "Identification of the fringe view" category.

[212] May 2016: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=722119150
June 2016: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=727752459
Aug 2016: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=737121926
Oct 2016: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=745799360
Dec 2016: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=757622849
Feb 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=766845908
March 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=770679395
[213] April 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=776548843

Wikipedia page 35. Lost Cause of the Confederacy

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Lost Cause of the Confederacy (2005)	**2005–2015** - Delineates what the Lost Cause proposes - No criticisms of its validity			**2015–2019** - Slavery played a central role in the outbreak of the war (WP voice) - Extensive criticism by historians - "Founded upon several historically inaccurate or debatable elements" - Attributed claims that Lost Cause boosts white supremacy - "A literary and intellectual movement"	**2019–2020** - The Lost Cause is a "pseudo-historical, negationist ideology" (WP voice) - The Lost Cause is tied to the maintenance of "white supremacist policies, such as Jim Crow"

July 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=790289683
Aug 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=793759201
Aug 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=798189959
Dec 2017: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=817593521
April 2018: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=835143370
July 2018: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=851811711
Sep 2018: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=861546237
April 2019: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=891064881
Dec 2019: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=932569364
April 2020: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=952620378
June 2020: https://en.wikipedia.org/w/index.php?title=Lauren_Southern&oldid=963596616

The earliest stable versions of the lead (2005–2015) outlines the Lost Cause thesis and does not criticize the validity of the thesis.[214] This version of the lead falls into the "Fringe normalization" category.

From 2015 to 2019, the lead notes that the Lost Cause thesis has been extensively criticized by historians, that slavery played a central role in the outbreak of the Civil War, and that the Lost Cause thesis has been linked by some to white supremacy.[215] This version of the lead falls into the "Identification of the fringe view" category.

From 2019 onwards, the lead describes the Lost Cause in Wikipedia's voice as a "pseudo-historical, negationist ideology" that has sustained white supremacist policies.[216] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 36. Malaysia Airlines Flight 17

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[214] Dec 2006: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=95838840
Dec 2007: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=179065124
Dec 2008: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=260223327
Dec 2009: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=333469184
Dec 2010: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=403020277
Dec 2011: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=455172604
Dec 2012: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=525229022
Dec 2013: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=585379738
Dec 2014: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=639950968
[215] Dec 2015: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=696668793
Aug 2016: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&diff=732758265&oldid=732465141
Nov 2017: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=810125744
Dec 2018: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=875946087
[216] Sep 2019: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=918876387
June 2020: https://en.wikipedia.org/w/index.php?title=Lost_Cause_of_the_Confederacy&oldid=937872493

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Malaysia Airlines Flight 17 (2014)		**2014** - Accusations against both pro-Russia separatists and the Ukrainian government		**2014–2020** - Delineates all the evidence that points to the pro-Russian separatists and role of Russian government - Attributed claims that the separatists were responsible - Summarizes the findings of the official investigation that Russia was involved and separatists launched the missile (2016–2020)	

The earliest stable versions of the lead (a few months in 2014) frame the subject as being one where some accuse pro-Russian separatists and others accuse the Ukrainian government.[217] This version of the lead falls into the "Teach the controversy" category. From November 2014 onwards, the lead delineates the evidence that points to pro-Russian separatists but frames the accusations towards the separatists as attributed claims.[218] This version of the lead falls into the "Identification of the fringe view" category.

[217] July 2014: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=617387711
July 2014: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=617521968
July 2014: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=617879500
July 2014: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=619299734
Sep 2014: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=624047338
[218] NOv 2014: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=633986072
Aug 2015: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=674149301
May 2016: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=721121691

Wikipedia page 37. Men's rights movement

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Men's rights movement (2003)	**2003–2013** - No criticism - Lends credence	**2013–2019** - Includes criticism and attributed claims by specific organizations that some MRM groups are mysogynist - Arguments by MRM proponents	**2019–2020** - Criticism comprises a large part of the lead - Criticism is not attributed to specific organizations, but attributed more generally (e.g. MRM activities "have been criticized and labelled hateful and violent") - Lead is less devoted to arguments by MRM proponents		

The earliest stable versions of the lead (2003–2013) lend credence to the movement and omit any criticisms.[219] This version of the lead falls into the "Fringe normalization" category.

Dec 2016: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=756302027
Dec 2017: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=817273237
May 2018: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=843499878
May 2019: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=897824163
May 2020: https://en.wikipedia.org/w/index.php?title=Malaysia_Airlines_Flight_17&oldid=954054666

[219] Nov 2003: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=3544662
Sep 2004: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=9785612
March 2005: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=11235887
Dec 2005: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=33254927
Dec 2006: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=96828127
Dec 2007: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=180726119

From 2013 to 2019, the lead includes criticisms of the movement along with claims made by supporters of the movement.[220] This version of the lead falls into the "Teach the controversy" category.

From 2019 onwards, the lead increases the share of criticisms in the lead while reducing claims made by supporters of the movement.[221] This version of the lead falls into the "False Balance" category.

Wikipedia page 38. Plandemic

July 2008: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=227055601
June 2010: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=365852431
Sep 2011: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=453074766
Oct 2011: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=455237825
Nov 2012: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=521077326
Dec 2012: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=530622098
[220] March 2013: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=546918410
May 2013: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=556450416
Oct 2014: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=631191107
Dec 2014: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=640045483
April 2015: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=655229859
Oct 2015: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=687200426
Dec 2015: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=697676999
May 2016: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=720211324
Dec 2016: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=757428782
Sep 2017: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=801319657
Dec 2017: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=817429733
Jan 2019: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=876288339
[221] April 2019: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&oldid=897073435
March 2020: https://en.wikipedia.org/w/index.php?title=Men%27s_rights_movement&action=history

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Plandemic (2020)					**2020** - "Conspiracy theory video" - "Promoting falsehoods and misinformation" - "False medical information" - "Discredited researcher"

From 2020 onwards, the lead describes Plandemic as a "conspiracy theory video" that promotes falsehoods and misinformation.[222] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 39. Origins of the American Civil War

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting

[222] May 2020: https://en.wikipedia.org/w/index.php?title=Plandemic&oldid=956048274
June 2020: https://en.wikipedia.org/w/index.php?title=Plandemic&oldid=964861340

Origins of the American Civil War (2003)		**2004–2008** - Slavery is mentioned extensively but the lead obfuscates whether slavery or unrelated factors caused the outbreak of war	**2008–2015** - "Main explanation... was slavery" - Lhe lead also gives prominent placement to other "important factors", which includes unspecified states' rights, tariffs and party politics	**2015–2020** - The primary cause was slavery (WP voice) - "Most" (2015–2010) or "virtually all" (2020) historians agree that slavery was the cause of the war - Last sentence of the lead mentions "other important factors" (several of which do not explicitly relate to slavery)	

There was no lead during the period 2003–2004, thus it does not fall into any category. From 2004 to 2008, the lead mentions slavery as a cause of the Civil War but obfuscates on whether slavery or other factors caused the war.[223] This version of the lead falls into the "Teach the controversy" category.

From 2008 to 2015, the lead describes slavery as the main explanation for the Civil War but also mentions other "important factors".[224] This version of the lead falls into the "False balance" category.

[223] Dec 2004: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=9196724
Dec 2005: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=33213304
June 2006: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=58613266
Dec 2006: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=96969785
Jan 2007: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=100736600
Dec 2007: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=180439530
[224] May 2008: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=211684132
Dec 2008: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=260791326
Dec 2009: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=334769507
April 2010: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=355381278

From 2015 onwards, the lead describes slavery as the primary cause and notes that most historians argue that it was the key cause of the war but mentions other factors as well.[225] This version of the lead falls into the "Identification of the fringe view" category.

Wikipedia page 40. Paul Joseph Watson

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Paul Joseph Watson (2016)					**<u>2016–</u>** - "Conspiracy theorist" (WP voice) - "Alt-right" (WP voice) - Mention of the specific conspiracy theories and falsehoods he has pushed

Dec 2010: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=404689549
Dec 2011: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=467501333
Dec 2012: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=529209385
Dec 2013: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=588304182
Dec 2014: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=637491010
[225] Dec 2015: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=696130467
Dec 2016: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=755714401
Dec 2017: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=817201651
Dec 2018: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=875552385
Dec 2019: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=932573796
June 2020: https://en.wikipedia.org/w/index.php?title=Origins_of_the_American_Civil_War&oldid=965310688

From 2016 onwards, the lead describes Watson as a conspiracy theorist in Wikipedia's voice, as well as delineates what conspiracy theories he promotes.[226] Editors try to legitimize Watson as a "journalist" or "writer", but it gets quickly reverted.[227] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 41. Pizzagate conspiracy theory

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Pizzagate conspiracy theory (2016)					**2016–2020** - "Debunked conspiracy theory" (WP voice)

[226] Dec 2016: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=757347778
Feb 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=766271335
May 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=779550305
Aug 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=794986516
Sep 2018: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=861529739
June 2019: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=901616847
June 2020: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=962974647
[227] Feb 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=766271335
March 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=768957410
March 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=768968088
March 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=770856033
April 2017: https://en.wikipedia.org/w/index.php?title=Paul_Joseph_Watson&oldid=775477257

From 2016 onwards, the lead describes Pizzagate as a "debunked conspiracy theory" in Wikipedia's voice.[228] On the talk page, some editors push back against calling it a conspiracy theory, but they lose the discussion.[229] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 42. Poisoning of Sergei and Yulia Skripal

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Poisoning of Sergei and Yulia Skripal (2018)		**2018–2020** - Russia has been "accused" or "alleged" to have done it - Russia denies it			

From 2018 onwards, the lead frames the poisoning along the lines of accusations and denials.[230] This version of the lead falls into the "Teach the controversy" category.

Wikipedia page 43. Race and Intelligence

[228] Dec 2016: https://en.wikipedia.org/w/index.php?title=Pizzagate_conspiracy_theory&oldid=753851579
Jan 2017: https://en.wikipedia.org/w/index.php?title=Pizzagate_conspiracy_theory&oldid=759926317
Jan 2018: https://en.wikipedia.org/w/index.php?title=Pizzagate_conspiracy_theory&oldid=822667458
Jan 2019: https://en.wikipedia.org/w/index.php?title=Pizzagate_conspiracy_theory&oldid=880648929
Jan 2020: https://en.wikipedia.org/w/index.php?title=Pizzagate_conspiracy_theory&oldid=938001772
[229] Talk archive 1: https://en.wikipedia.org/wiki/Talk:Pizzagate_conspiracy_theory/Archive_1#Debunked_conspiracy_theory
[230] March 2018: https://en.wikipedia.org/w/index.php?title=Poisoning_of_Sergei_and_Yulia_Skripal&oldid=830277560
March 2018: https://en.wikipedia.org/w/index.php?title=Poisoning_of_Sergei_and_Yulia_Skripal&oldid=833446140
Sep 2019: https://en.wikipedia.org/w/index.php?title=Poisoning_of_Sergei_and_Yulia_Skripal&oldid=917136700
June 2020: https://en.wikipedia.org/w/index.php?title=Poisoning_of_Sergei_and_Yulia_Skripal&oldid=964570688

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Race and Intelligence (2002)		**2004–2011** - A "controversy" or "dispute" over what causes IQ differences between races - Some say it's genetic, others disagree	**2013–2020** - Some academic bodies reject that IQ is biologically or genetically determined - The Bell Curve is mentioned - Arthur Jensen is cited as someone who believes IQ differences are biologically determined	**2011–2013** - Clear rebuttal by several academic bodies of the notion that differences in IQ are rooted in biology	**2020** - Race is a social construct - Intelligence has no widely accepted definition - Validity of IQ tests are disputed - States in WP voice that there is "no scientific evidence" that IQ differences can be attributed to genetics

There was no stable version of the lead from 2002 to 2004. The earliest stable versions of the lead (2004–2011) frames the topic around a dispute over the genetic causes of IQ.[231] This version of the lead falls into the "Teach the Controversy" category. In November 2009, there was an extended discussion on the Fringe Theory noticeboard about whether the Race and IQ page constituted a fringe topic. At the time, editors clearly leaned in the direction that it was not a fringe topic. Editors did not specifically identify genetic drivers behind racial disparities in IQ as a fringe topic.[232]

[231] Dec 2004: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=9116993
Dec 2005: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=33449775
Dec 2006: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=97526546
Dec 2007: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=180929104
Dec 2008: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=260281472
Jan 2010: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=336856292
Dec 2010: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=404059706
[232] 2009 Fringe Theory Noticeboard discussion: https://en.wikipedia.org/wiki/Wikipedia:Fringe_theories/Noticeboard/Archive_16#Race_and_Intelligence

From 2011 to 2013, the lead notes that academic bodies reject that genetics determine IQ, but also includes attributed claims that IQ differences are rooted in genetics.[233] This version of the lead falls into the "Identification of the Fringe View" category. Arbitration cases from 2010 and 2012 led to blocks of editors who were highly active on the page and pushed for content in the lead that emphasized that IQ differences are rooted in genetics and biology.[234]

From 2013 to early 2020, the lead mentions that some academic bodies reject that genetics determine IQ, but also includes attributed claims that IQ differences are rooted in genetics.[235] This version of the lead falls into the "False Balance" category.

After an April 2020 referendum on the Fringe Theory noticeboard concluded with a "consensus that the theory that a genetic link exists between race and intelligence is enough of a minority viewpoint in the scientific consensus that it falls under Wikipedia's definition of a fringe theory above," the lead thoroughly challenges that intelligence differences are rooted in genetics.[236] This version of the lead falls into the "Proactive fringe busting" category.

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[233] Dec 2011: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=468104267
Dec 2012: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=530352513
[234] Arbcom case 2010: https://en.wikipedia.org/wiki/Wikipedia:Arbitration/Requests/Case/Race_and_intelligence
Arbcom case 2012: https://en.wikipedia.org/wiki/Wikipedia:Arbitration/Requests/Case/Race_and_intelligence/Review#Final_decision
[235] Dec 2013: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=588519363
Dec 2014: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=637890061
Dec 2015: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=697623399
Dec 2016: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=756692879
Dec 2017: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=817079157
Dec 2018: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=876140272
Dec 2019: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=932855551
[236] 2020 Fringe Theory Noticeboard discussion: https://en.wikipedia.org/wiki/Wikipedia:Fringe_theories/Noticeboard/Archive_70#RfC_on_race_and_intelligence
June 2020: https://en.wikipedia.org/w/index.php?title=Race_and_intelligence&oldid=962397523

Wikipedia page 44. Racial views of Donald Trump

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Racial views of Donald Trump (2018)		**2018–2019** - History of making "racially controversial" or "racially charged" remarks - Taken actions that are "perceived" to be racially motivated or that exacerbate racial anxieties - Trump denies that he is racist	**2019–2020** - Speech and actions "that have been widely viewed as racist or racially charged" - Accused of fueling racism in the U.S. - "Some scholars" place his rhetoric in the context of white supremacy - Trump denies that he is racist - "Some people who know him" deny that he is racist		

The earliest dispute on the page related to whether the title of the page was appropriate. In 2018, there was one unsuccessful attempt to re-name the page "Accusations of racism against Donald Trump"[237] and one unsuccessful attempt to delete the page.[238]

From 2018 to 2019, the lead notes that Trump has a history of making "racially controversial" or "racially charged" remarks while noting that some say these are racially motivated while Trump denies that his comments are racist.[239] This version of the lead falls into the "Teach the controversy" category.

[237] 2018 Requested Move discussion: https://en.wikipedia.org/wiki/Talk:Racial_views_of_Donald_Trump/Archive_3#Requested_move_16_February_2018
[238] 2018 Article for Deletion discussion: https://en.wikipedia.org/wiki/Wikipedia:Articles_for_deletion/Donald_Trump_racial_views
[239] Jan 2018: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=823339782

From 2019 onwards, the lead notes that Trump has a history of making remarks "that have been widely viewed as racist or racially charged" and that some scholars link these to white supremacy. However, the lead still includes denials that Trump is a racist.[240] This version of the lead falls into the “False balance” category.

Wikipedia page 45. Reverse racism

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Reverse racism (2011)	**2011–2015** - Described as "controversial" - No criticism of the concept	**2015–2017** - Some groups deny reverse racism exists	**2017–2018** - The concept ignores disparities in power and authority (WP voice) - Scholars argue power and authority are important aspects of racism - Part of a racial backlash against gains by non-whites	**2018–2020** - "Little to no empirical evidence that white Americans suffer systemic discrimination" (WP voice) - RR claims tend to ignore disparities in power and authority, "which scholars argue constitute an essential component of racism" - RR has been used wherever white supremacy has diminished	

April 2018: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=839078790
June 2018: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=846593357
July 2018: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=850559085
Dec 2018: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=874469217
[240] Oct 2019: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=921743150
June 2020: https://en.wikipedia.org/w/index.php?title=Racial_views_of_Donald_Trump&oldid=960274806

The earliest stable versions of the lead (2011–2015) describe reverse racism as controversial and omits criticisms of the concept.[241] This version of the lead falls into the "Fringe normalization" category.

From 2015 to 2017, the lead includes some criticisms of the concept.[242] This version of the lead falls into the "Teach the controversy" category.

From 2017 to 2018, the lead notes in Wikipedia's voice that the concept has flaws and that some scholars have challenged the concept.[243] This version of the lead falls into the "False balance" category.

From 2018 onwards, the lead notes in Wikipedia's voice that there is empirical evidence against the concept and that scholars challenge the concept.[244] This version of the lead falls into the "Identification of the fringe view" category.

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[241] July 2011: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=441760570
Oct 2011: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=454047411
July 2012: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=500311131
Dec 2012: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=528322546
June 2013: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=559310648
Dec 2013: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=587559667
July 2014: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=616131581
Dec 2014: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=638159318
July 2015: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=673160096
[242] Dec 2015: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=697499730
April 2016: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=715141897
Dec 2016: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=754380119
Aug 2017: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=794619363
[243] Dec 2017: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=817096579
March 2018: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=830650264
April 2018: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=83510043
[244] Dec 2018: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=873642072

Wikipedia page 46. Russia investigation origins counter-narrative

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Russia investigation origins counter-narrative (2019)				**2019–2020** - "A right-wing alternative narrative, sometimes identified as a conspiracy" (WP voice) - "From the outset, conservatives tried to delegitimize the Mueller investigation" - Trump has requested that the DOJ "chase unfounded conspiracy theories" - DOJ IG found some errors but no political bias in the initiation of the investigation	

From 2019 onwards, the lead identifies the counter-narrative as "right-wing" in Wikipedia's voice and includes an attributed claim that some identify it as a conspiracy theory.[245] This version of the lead falls into the "Identification of the fringe view" category.

Wikipedia page 47. Russian interference in the 2016 election

Dec 2019: https://en.wikipedia.org/w/index.php?title=Reverse_racism&oldid=933421133

[245] Oct 2019: https://en.wikipedia.org/w/index.php?title=Russia_investigation_origins_counter-narrative&oldid=922406736
Dec 2019: https://en.wikipedia.org/w/index.php?title=Russia_investigation_origins_counter-narrative&oldid=932932163
June 2020: https://en.wikipedia.org/w/index.php?title=Russia_investigation_origins_counter-narrative&oldid=964299242

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Russian interference in the 2016 election (2016)			**2016–2018** - Lead overwhelmingly focuses on attributed claims that Russia interfered (sometimes framed as the U.S. government "accused" Russia) - Emphasis on multiple bodies who concluded that Russia interfered - Includes denials by the Russian government and WikiLeaks	**2018–2019** - The first line states in WP voice that Russia interfered - The rest of the lead is full of attributed claims	**2019–2020** - Interference stated as fact in WP voice, including the hacks of the DNC, DCCC and John Podesta - Delineates who concluded that Russia interfered - Includes Russian government denials

The earliest stable versions of the lead (2016–2018) focuses on the various groups that have claimed Russia interfered in the election, but also includes denials from Russia.[246] Some editors attempt to frame this as a simple "Russian government says A, the US government says B" (which would have brought it under the "Teach the Controversy" category) but other editors quickly revert those edits.[247] This version of the lead falls into the "False balance" category.

[246] Dec 2016: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=754091289
Dec 2016: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=754195895
Dec 2016: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=754251944
Dec 2016: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=75522157
[247] Dec 2016: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&diff=757462407&oldid=757461462
Jan 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&diff=757996205&oldid=757989529
Jan 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=759707955
Feb 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=763682692
March 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=768416372
April 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=776870112
May 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&diff=780464022&oldid=780461081

From 2018 to 2019, the lead states in Wikipedia's voice that Russia interfered in the election, but also includes attributed claims about whether Russia did or not.[248] This version of the lead falls into the "Identification of the Fringe View" category.

From 2019 onwards, the lead states in Wikipedia's voice that Russia interfered in the election, delineates all the groups who concluded that Russia interfered, and includes a denial from the Russian government.[249] This version of the lead falls into the "Proactive fringe busting" category.

June 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=783349701
Sep 2017: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=801496491
Jan 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=818186223
Jan 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=821770957
Feb 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=824140340
Feb 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=826026669
[248] Feb 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&diff=826081300&oldid=826044182
May 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=841864894
July 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=850945222
Aug 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=855732234
Dec 2018: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=876223656
Jan 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=878790729
[249] Jan 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&diff=880121318&oldid=880108655
Jan 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&diff=880496157&oldid=880489532
Jan 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=880781183
Jan 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=880910071
Feb 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=881339383
Feb 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=882238810
Feb 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=883131422
March 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=888538699
March 2019 https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=889327045
Dec 2019: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=1061810727
June 2020: https://en.wikipedia.org/w/index.php?title=Russian_interference_in_the_2016_United_States_elections&oldid=965021674

Wikipedia page 48. Scientific creationism

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Scientific creationism (2001)			**2001–2003** - Many scientists accept evolution, and they consider creation science an oxymoron - Explains the gist of scientific creationism's claims	**2005–2015** - "Considered" pseudoscience by the scientific community	**2015–2020** - Creation science is a pseudoscience (WP voice)

The earliest stable versions of the lead (2001–2003) describes the rationale behind creationists' claims while noting that many scientists reject creationism.[250] This version of the lead falls into the "False balance" category.

The page was merged with the "Creationism" page from 2003 to 2005, thus there is no categorization of the lead during this period.

[250] Dec 2001: https://en.wikipedia.org/w/index.php?title=Scientific_creationism&oldid=284701
July 2002: https://en.wikipedia.org/w/index.php?title=Scientific_creationism&oldid=58972
June 2003: https://en.wikipedia.org/w/index.php?title=Scientific_creationism&oldid=1155365

From 2005 to 2015, the lead states that the scientific community considers creationism to be pseudoscience.[251] Some editors want to describe creationism as pseudoscience in Wikipedia's voice in 2005[252] and 2008,[253] but those edits are reverted.[254] This version of the lead falls into the "Identification of the Fringe View" category.

[251] Jan 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=9676422
Feb 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=9997925
April 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=12133503
June 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=14938459
July 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&diff=17918557&oldid=17916318
Aug 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=20335317
Aug 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=20486378
Oct 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=25733593
Dec 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=33361342
Feb 2006: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=41510818
June 2006: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=56735788
Sep 2006: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=77796318
March 2007: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=112946213
March 2007: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=118362265
May 2008: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=213094410
Nov 2008: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=249705357
[252] July 2005: https://en.wikipedia.org/w/index.php?title=Creation_science&diff=17975924&oldid=17968646
[253] Dec 2008: https://en.wikipedia.org/w/index.php?title=Creation_science&diff=259049838&oldid=258310863
[254] Dec 2008 reverted: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=261042609
Jan 2009: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=267329714
May 2009: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=290941601
Sep 2009: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=314769160
Feb 2010: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=342639745
March 2011: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=420779017
June 2012: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=499155264
March 2014: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=601479086
Oct 2014: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=629386049

From 2015 onwards, the lead describes creationism as pseudoscience in Wikipedia's voice.[255] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 49. Scientific opinion on global warming

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Scientific opinion on global warming (2003)		**2003–2004** - Simply says bodies have expressed views (without delineating them)	**2007–2009** - The lead quotes the IPCC position but doesn't say it's the scientific consensus - No mention of dissenters	**2009–2011** - Lead quotes the IPCC position (but doesn't say it's the scientific consensus) - Lead says no scientific body of standing disagrees with the consensus - Mentions that a few bodies hold non-committal positions	**2011–2020** - A scientific consensus exists (WP voice) and it holds that human activity significantly contributes to climate change - No scientific body of national or international standing dissents with the consensus - The title of the page changes "scientific opinion" to "scientific consensus" (2019–)

[255] March 2015: https://en.wikipedia.org/w/index.php?title=Creation_science&diff=652868298&oldid=652866192
April 2015: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=655587039
July 2015: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=672672467
Oct 2015: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=687399236
Oct 2016: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=743705992
Oct 2017: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=806075339
Oct 2018: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=865913333
Oct 2019: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=922578030
June 2020: https://en.wikipedia.org/w/index.php?title=Creation_science&oldid=961067368

The earliest stable versions of the lead (2003–2004) notes that scientific opinions are divided on climate change.[256] This version of the lead falls into the "Teach the controversy" category.

There are no stable versions of the lead throughout 2005 and 2006, thus the period cannot be categorized.

From 2007 to 2009, the lead quotes the IPCC position but does not characterize it as the scientific consensus.[257] This version of the lead falls into the "False balance" category.

From 2009 to 2011, the lead quotes the IPCC position but does not characterize it as the scientific consensus. The lead notes that no scientific bodies dispute the consensus but note that a few hold non-committal positions.[258] This version of the lead falls into the "Identification of the Fringe View" category.

From 2011 onwards, the lead notes that there is a scientific consensus and emphasizes the strength of the consensus.[259] This version of the lead falls into the "Proactive Fringe Busting" category. In 2019, the name of the page is changed to "Scientific consensus on climate change."

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[256] Nov 2003: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=1814061
July 2004: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=5099816
[257] March 2007: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=118571424
March 2008: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=202427398
March 2009: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=275840206
[258] Sep 2009: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=314779547
Sep 2010: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=388034647
June 2011: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=434965340
[259] Dec 2011: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=468820804

Wikipedia page 50. Sex reassignment therapy

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Sex reassignment therapy (2004)				**2014–2020** - Major health organizations support SRT as a "medically necessary treatment" in appropriately evaluated cases - There is "broad clinical consensus" that SRT is effective "in terms of subjective improvement" - But "there is academic concern" over the evidence	

From 2004 to 2014, the lead merely describes sex reassignment therapy as a medical procedure without elaborating on the procedure or the conflicting views about the procedure.[260] Thus, the lead does not fall into any category.

Dec 2012: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=529850112
Dec 2013: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=588319345
Dec 2014: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=640142959
Dec 2015: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=696948405
Dec 2016: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=754947712
Dec 2017: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=816337681
Dec 2018: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=875041438
Dec 2019: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=933025902
June 2020: https://en.wikipedia.org/w/index.php?title=Scientific_consensus_on_climate_change&oldid=963724216

[260] June 2004: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=9011364
Dec 2005: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=33274687
Dec 2006: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=95783889
Nov 2007: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=174141341
Dec 2008: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=255627481

From 2014 onwards, the lead notes that major health organizations have expressed support for sex reassignment therapy and that there is a broad consensus that sex reassignment therapy can be effective, but also notes that there are questions over the evidence to determine effectiveness.[261] This version of the lead falls into the "Identification of the Fringe View" category.

Wikipedia page 51. Spygate

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting

Dec 2009: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=333087277
Nov 2010: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=396844102
Dec 2011: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=465396904
Dec 2012: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=530519591
Oct 2013: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=579044458
[261] Sep 2014: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=627624651
Sep 2015: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=683125191
Sep 2016: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=740735817
Sep 2017: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=802645595
Sep 2018: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=860069378
Sep 2019: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=917922532
June 2020: https://en.wikipedia.org/w/index.php?title=Sex_reassignment_therapy&oldid=963656300

Spygate (2018)					**<u>2018–2020</u>** - "Conspiracy theory initiated by President Donald Trump" (WP voice) - No evidence (WP voice)

From 2018 onwards, the lead describes Spygate as a conspiracy theory in Wikipedia's voice and explicitly states that there is no evidence in favor of it.[262] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 52. Steve Sailer

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting

[262] June 2018: https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=844137161
June 2018. https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=845059603
Oct 2018: https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=865847900
Dec 2018: https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=876125591
March 2019: https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=889723156
Nov 2019: https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=928280990
June 2020: https://en.wikipedia.org/w/index.php?title=Spygate_(conspiracy_theory)&oldid=962892119

Steve Sailer (2005)	**2005, 2006–2018** - "Reporter" - No criticism - Characterized as influential	**2005–2006** - Critics have criticized him - Lends credence to him	**2018–2019** - "Journalist" - Columnist for outlets associated with "white supremacy" - Credited with coining "euphemistic race theory" which has become popular on the alt-right as a euphemism for scientific racism	**2019–2020** - "Journalist" - Columnist for outlets associated with "white supremacy" - "History of making racist statements", promotes "racist and anti-immigrant theories" and "credited with coining the pseudoscientific "euphemistic race theory"" - SPLC calls him a "white supremacist"	

The earliest stable versions of the lead (a few months in 2005) describe Sailer as a reporter and omit criticisms.[263] This version of the lead falls into the "Fringe normalization" category.

In late 2005, the lead includes some criticisms of Sailer.[264] This version of the lead falls into the "Teach the controversy" category.

From 2006 to 2018, the lead describes Sailer as a reporter and omits criticisms.[265] This version of the lead falls into the "Fringe normalization" category.

[263] April 2005: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=14327917
Sep 2005: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=22372598
[264] Oct 2005: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=25720501
Dec 2005: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=33446704
Feb 2006: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=41241245
[265] March 2006: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=44355233
Oct 2006: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=84347871
Dec 2006: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=94537142

From 2018 to 2019, the lead describes him as a journalist but notes that he has been associated with white supremacists and that he has been a proponent for scientific racism.[266] This version of the lead falls into the "False balance" category.

From 2019 onwards, the lead describes him as a journalist but notes in Wikipedia's voice that Sailer has a "history of making racist statements" and promoting racist theories.[267] This version of the lead falls into the "Identification of the fringe view" category.

Wikipedia page 53. Swift Vets and POWs for Truth

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting

Feb 2007: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=107408469
Dec 2007: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=180950654
Dec 2008: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=260245021
Dec 2009: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=334003940
Dec 2010: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=392973286
Nov 2011: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=459827441
Dec 2012: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=527352416
Dec 2013: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=585827746
Nov 2014: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=634650160
Oct 2015: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=684068740
Dec 2016: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=754309724
Dec 2017: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=818004525
[266] Dec 2018: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&diff=875511785&oldid=874266107
[267] Aug 2019: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&oldid=909612505
Feb 2020: https://en.wikipedia.org/w/index.php?title=Steve_Sailer&direction=next&oldid=940910056

Swift Vets and POWs for Truth (2004)		**<u>2004–2013</u>** - Presents the accusations - Presents counterclaims			**<u>2013–2020</u>** - "Considered an example of a successful political smear campaign" - The Swiftboater claims are "discredited" (WP voice)

The earliest stable versions of the lead (2004–2013) frames the issue as a debate between the Swift Vets and those who question the validity of the Swift Vets claims.[268] This version of the lead falls into the "Teach the controversy" category.

From 2013 onwards, the lead describes the Swift Vets claims as "discredited" in Wikipedia's voice and characterizes it as a smear campaign.[269] This version of the lead falls into the "Proactive fringe busting" category.

[268] Aug 2004: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=5066732
Aug 2004: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=5330833
Sep 2004: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=6182355
Oct 2004: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=7029153
Nov 2004: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=7083395
Dec 2005: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=32214713
Dec 2006: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=95952649
Dec 2007: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=180961032
Dec 2008: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=261034031
Dec 2009: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=334786214
Nov 2010: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=399456179
Sep 2011: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=447888760
Jan 2013: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=531222073
[269] May 2013: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=555502493
Dec 2014: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=637508076

Wikipedia page 54. Traditional Chinese medicine

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Traditional Chinese medicine (2001)	**2001–2011** - Absence of criticism - Lends credence to TCM		**2011–2014, 2015–2020** - Wikipedia's voice: TCM is not supported by evidence-based medicine - Concerns that some TCM treatments can be harmful - From 2015, lead quotes a Nature editorial which says TCM is "fraught with pseudoscience"	**2014–2015, 2020** - TCM is described in WP voice as "largely a pseudoscience" in a non-prominent part of the lead (2014–2015) - First line of the lead describes TCM as a "medicine practice" - Vital energy is described as "pseudoscience" (WP voice) - TCM is "fraught with pseudoscience" (attributed to a Nature editorial)	

The earliest stable versions of the lead (2001–2011) lends credence to traditional Chinese medicine and omits criticisms.[270] This version of the lead falls into the "Fringe Normalization" category.

Dec 2015: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=695707133
Dec 2016: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=757244145
Dec 2017: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=815613295
Dec 2018: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=875673444
Nov 2019: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=926553087
June 2020: https://en.wikipedia.org/w/index.php?title=Swift_Vets_and_POWs_for_Truth&oldid=965032316

[270] July 2001: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=363891549
Dec 2002: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=681911
Dec 2003: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=2095474
Dec 2004: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=9087457
Dec 2005: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=33422155
Dec 2006: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=97669057
Dec 2007: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=181195019

From 2011 to 2014, the lead notes that there are concerns that some traditional Chinese medicine treatments can be harmful, that traditional Chinese medicine is not supported by evidence-based medicine, and attributed claims that it is pseudoscience.[271] This version of the lead falls into the "False Balance" category.

From 2014 to 2015, the lead notes that traditional Chinese medicine is "largely a pseudoscience", describes vitalism as pseudoscience, and includes attributed claims that it is pseudoscience. But the lead's first sentence describes it as a "medicine practice."[272] This version of the lead falls into the "Identification of the Fringe View" category.

From 2015 to 2020, the lead notes that there are concerns that some traditional Chinese medicine treatments can be harmful, that traditional Chinese medicine is not supported by evidence-based medicine, and attributed claims that it is pseudoscience.[273] This version of the lead falls into the "False Balance" category.

Dec 2008: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=260891261
Dec 2009: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=334866887
Dec 2010: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=405231355
March 2011: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=418722136
[271] May 2011: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=429480813
Aug 2011: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=442949917
Dec 2011: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=468722740
March 2012: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=481268662
Aug 2012: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=506862603
Dec 2012: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=530530870
Dec 2013: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=588559760
[272] Sep 2014: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=626788853
Dec 2014: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=638463701
[273] April 2015: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=659381750

From 2020 onwards, the lead describes traditional Chinese medicine as pseudoscience in Wikipedia's voice and includes attributed claims that it is pseudoscience.[274] This version of the lead falls into the "Identification of the Fringe View" category.

Wikipedia page 55. Trump–Ukraine scandal

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Trump–Ukraine scandal (2019)					**2019–2020** - WP voice: Trump undertook efforts to "coerce Ukraine and other foreign countries" to provide damaging info about Joe Biden - WP voice: Trump enlisted Barr and Giuliani to pressure foreign countries to "cooperate in supporting conspiracy theories" - Delineates the evidence that supports the aforementioned events

Nov 2015: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&diff=689007268&oldid=688783587
Dec 2015: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=697518512
Dec 2016: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=756261294
Dec 2017: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=817498220
Dec 2018: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=875888064
Dec 2019: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=930956144
[274] March 2020: https://en.wikipedia.org/w/index.php?title=Traditional_Chinese_medicine&oldid=948127853

From 2019 onwards, the lead describes in Wikipedia's voice that Trump sought to coerce Ukraine into providing damaging information about Biden, as well as delineates the evidence that supports this.[275] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 56. Use of chemical weapons in the Syrian Civil War

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
Use of chemical weapons in the Syrian Civil War (2014)	**2014–2016** - No attribution of responsibility	**2016–2017** - A confidential UN report blamed Assad for the attacks on Talmenes and Sarmin		**2017–2020** - "The Syrian Ba'athist military was seen as the main suspect" - "Mainly blamed on Syrian Ba'athist forces" - UN and the OPCW "explicitly blamed" the Assad regime for chemical weapons use in Talmenes, Sarmin, Qmenas and Marea - In 2020, the OCPW determined Assad perpetrated the sarin gas attack in Latamenah	

[275] Sep 2019: https://en.wikipedia.org/w/index.php?title=Trump%E2%80%93Ukraine_scandal&oldid=918962479
Oct 2019: https://en.wikipedia.org/w/index.php?title=Trump%E2%80%93Ukraine_scandal&oldid=922756191
Nov 2019: https://en.wikipedia.org/w/index.php?title=Trump%E2%80%93Ukraine_scandal&oldid=926231550
Dec 2019: https://en.wikipedia.org/w/index.php?title=Trump%E2%80%93Ukraine_scandal&oldid=933356930
June 2020: https://en.wikipedia.org/w/index.php?title=Trump%E2%80%93Ukraine_scandal&oldid=965032088

The earliest stable versions of the (2014–2016) do not attribute responsibility for the chemical weapons attacks.[276] This version of the lead falls into the "Fringe normalization" category. From 2016 to 2017, the lead notes that a UN report attributes responsibility to Assad.[277] This version of the lead falls into the "Teach the controversy" category.

From 2017 onwards, the lead describes the Assad regime as the main suspect.[278] This version of the lead falls into the "Identification of the fringe view" category.

Wikipedia page 57. Vaccine hesitancy

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Vaccine hesitancy (2004)		**2004–2006** - Vaccines have been "widely credited" with reducing disease - The role of vaccines in causing autism is "unresolved"	**2006–2015** - No longer characterizes vaccine-autism debate as unresolved - Increased focus on mainstream scientific opinion - Expresses anti-vaccine views, such as attributed concerns over a "lack	**2015–2019** - Detailed attributed criticisms on the dangers of antivaccine rhetoric - Describes Wakefield's claims on a vaccine-autism	**2019–2020** - There is a "scientific consensus" that vaccines are "safe" and "effective" (WP voice) - Mentions how there are "unsubstantiated" anti-vaccine

[276] June 2014: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=612464404
Dec 2014: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=639778765
Aug 2015: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=678021112
Dec 2015: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=695239274
July 2016: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=729408136
[277] Dec 2016: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=755670690
[278] April 2017: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=774744141
July 2017: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_Civil_War&oldid=789694499
July 2018: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_civil_war&oldid=852246240
July 2019: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_civil_war&oldid=908709874
Feb 2020: https://en.wikipedia.org/w/index.php?title=Use_of_chemical_weapons_in_the_Syrian_civil_war&oldid=941944545

		- Critics challenge the wisdom of mass vaccination campaigns	of research on the adverse effects" of vaccines - Anti-vaccine rhetoric can cause harm (2011–2015)	link as "discredited" (WP voice)	"scares" (WP voice) - Anti-vaccine rhetoric causes preventable disease outbreaks and deaths (WP voice)

The earliest stable versions of the lead (2004–2006) include rhetoric from both proponents and opponents of vaccines.[279] This version of the lead falls into the "Teach the Controversy" category.

From 2006 to 2015, the lead focuses primarily on mainstream scientific opinion, but still covers the rhetoric of vaccine skeptics.[280] From 2011 to 2015, there is an addition to the lead that notes that the rhetoric of vaccine skeptics is harmful to public health.[281] This version of the lead falls into the "False Balance" category.

[279] April 2005: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=12340264
Dec 2005: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=32636117
[280] Dec 2006: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=94374809
March 2007: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=112884205
Dec 2007: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=180226663
April 2008: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=207495052
Nov 2008: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=254333023
Dec 2009: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=333144759
Dec 2010: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=405018397
[281] Dec 2011: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=468043453
Dec 2012: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=530684804
Dec 2013: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=588100710
Dec 2014: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=639639951

From 2015 to 2019, the lead includes a lot of attributed claims that criticize vaccine-skeptical rhetoric, as well as describes Andrew Wakefield's research as discredited in Wikipedia's voice.[282] This version of the lead falls into the "Identification of the Fringe View" category.

From 2019 onwards, the lead refers to a scientific consensus on vaccines in Wikipedia's voice, delineates the evidence in favor of the consensus, and criticizes vaccine-skeptical rhetoric.[283] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 58. VDARE

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
VDARE (2004)	**2004–2010** - No criticism - Lends credence	**2010–2014, 2015–2017** - SPLC calls it a hate group - Some civil rights groups say it is white nationalist (2010–2011) - VDARE rejects that it is white nationalist - "Has been criticized" as being white nationalist and a hate group, which VDARE denies (2012–2014)		**2014–2015, 2017–2020** - "White nationalist" in WP voice (2014–2015) - Includes attributed criticisms - It is "associated with" "white nationalism" and "white supremacy" (2017–2020)	

[282] Dec 2015: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=697106303
Dec 2016: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=755972752
Dec 2017: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=817802679
Dec 2018: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=874827620

[283] Dec 2019: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=931906048
June 2020: https://en.wikipedia.org/w/index.php?title=Vaccine_hesitancy&oldid=965187850

The earliest stable versions of the lead (2004–2010) lend credence to the website and omit criticisms.[284] This version of the lead falls into the "Fringe normalization" category.

From 2010 to 2014, the lead includes criticisms of the website, but also notes that VDARE denies the accusations of white nationalism.[285] This version of the lead falls into the "Teach the controversy" category.

From 2014 to 2015, the lead describes the website as white nationalist in Wikipedia's voice and includes attributed criticisms of the website.[286] This version of the lead falls into the "Identification of the fringe view" category.

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[284] Dec 2004: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=9357413
Dec 2005: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=29995911
Dec 2006: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=96384268
July 2007: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=143387603
Dec 2007: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=180540466
Dec 2008: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=259070810
Nov 2009: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=326038533
[285] Dec 2010: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=403316493
March 2011: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=416736066
June 2011: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=431945173
Dec 2011: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=463650737
June 2012: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=498598182
Dec 2012: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=528916972
Nov 2013: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=584005364
[286] Dec 2014: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=640467268
May 2015: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=662146132

From 2015 to 2017, the lead includes criticisms of the website, but also notes that VDARE denies the accusations of white nationalism.[287] This version of the lead falls into the "Teach the controversy" category.

From 2017 onwards, the lead notes in Wikipedia's voice that the website has been associated with white supremacy.[288] This version of the lead falls into the "Identification of the fringe view" category.

Wikipedia page 59. Vitalism

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Vitalism (2003)	**2003–2012** - Lends credence - Absence of criticism		**2017–2020** - "Biologists consider" vitalism to have been "refuted by empirical evidence"	**2012–2017** - "Rejected by mainstream science"	

The earliest stable versions of the lead (2003–2012) lend credence to vitalism and omit criticisms of the practice.[289] This version of the lead falls into the "Fringe normalization" category.

[287] Nov 2015: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=691000746
Jan 2016: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=699218457
Dec 2016: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=756437282
[288] May 2017: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=781567425
Dec 2017: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=817327746
Dec 2018: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=874422895
Jan 2020: https://en.wikipedia.org/w/index.php?title=VDARE&oldid=936127642
[289] Dec 2003: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=2343820
Oct 2004: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=10616831
Dec 2005: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=32021101
Dec 2006: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=97112987

From 2012 to 2017, the lead notes that mainstream science rejects vitalism.[290] This version of the lead falls into the "Identification of the Fringe View" category.

From 2017 onwards, the lead notes that "biologists consider" vitalism to have been "refuted by empirical evidence".[291] This version of the lead falls into the "False Balance" category.

Wikipedia page 60. Waterboarding

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting

Dec 2008: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=260048112
Dec 2009: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=331787256
Nov 2010 https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=399126535
Dec 2011: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=466933872
May 2012: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=492208325
[290] Sep 2012: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=511451277
Dec 2012: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=530385059
June 2014: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=611903197
Dec 2014: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=637060255
Dec 2015: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=697157367
Dec 2016: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=756029746
[291] Dec 2017: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=814973247
Dec 2018: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=874131652
Nov 2019: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=927999503
May 2020: https://en.wikipedia.org/w/index.php?title=Vitalism&oldid=957368444

Waterboarding (2004)	**2005–2006** - "Interrogation technique"		**2007** - "Many", "some" or "numerous" "legal experts" consider it torture		**2004–2005, 2006–2007, 2007–2020** - "Torture" (WP voice)

The earliest stable version of the lead (2004–2005) refer to waterboarding as torture.[292] This version of the lead falls into the "Proactive fringe busting" category.

From 2005 to 2006, the lead refers to waterboarding as an interrogation technique.[293] This version of the lead falls into the "Fringe normalization" category.

From 2006 to 2007, the lead refers to waterboarding as torture.[294] This version of the lead falls into the "Proactive fringe busting" category.

For several months during 2007, the lead includes attributed claims that waterboarding is torture.[295] This version of the lead falls into the "False balance" category.

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[292] Dec 2004: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=9121193
July 2005: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=19125793
[293] Dec 2005: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=32692495
April 2006: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=49634292
[294] Oct 2006: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=82387817
Dec 2006: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=96863092
April 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=127239934
[295] March 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=115597529
July 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=146478675
Aug 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=154869488

From 2007 onwards, the lead refers to waterboarding as torture.[296] There was an absence of consensus in favor of describing waterboarding as torture in Wikipedia's voice on the talk page and in an arbitration tribunal, but the lead nonetheless referred to it as torture in Wikipedia's from hereon.[297] This version of the lead falls into the "Proactive fringe busting" category.

Wikipedia page 61. White genocide conspiracy theory

July 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=146654057
Aug 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=150894179
Oct 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=161952336
Nov 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=169433687
[296] Nov 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=169433687
Dec 2007: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=181167459
April 2008: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=203899621
Dec 2008: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=260962664
Dec 2009: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=334909889
Dec 2010: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=404902193
Dec 2011: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=468490385
Dec 2012: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=529585333
Dec 2013: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=588489513
Dec 2014: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=639326417
Dec 2015: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=696682407
Dec 2016: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=755756110
Dec 2017: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=815488964
Dec 2018: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=875598316
Dec 2019: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=933106877
June 2020: https://en.wikipedia.org/w/index.php?title=Waterboarding&oldid=965211677
[297] Talk page archive 4: https://en.wikipedia.org/wiki/Talk:Waterboarding/Archive_4#Lead
Talk page archive 5: https://en.wikipedia.org/wiki/Talk:Waterboarding/Archive_5
Talk page archive 6: https://en.wikipedia.org/wiki/Talk:Waterboarding/Archive_6#Shibumi2's_proposed_new_article_lead
Talk page archive 7: https://en.wikipedia.org/wiki/Talk:Waterboarding/Archive_7
2008 Arbcom case: https://en.wikipedia.org/wiki/Wikipedia:Requests_for_arbitration/Waterboarding

Page (page creation)	Fringe normalization	Teach the controversy	False balance	Identification of the fringe view	Proactive fringe busting
White genocide conspiracy theory (2015)				**2015–2016** - "Conspiracy theory" in WP voice - "Associated with" White nationalists	**2016–2020** - "Conspiracy theory" in WP voice - "Is a white supremacist belief" (or "is a white nationalist" belief) (WP voice) - "Is a myth based on pseudoscience, pseudohistory, and hatred" (WP voice)

The earliest stable versions of the lead (2015–2016) describe it as a conspiracy theory in Wikipedia's voice and notes that it has been associated with white nationalists.[298] This version of the lead falls into the "Identification of the fringe view" category.

From 2016 onwards, the lead describes it as a conspiracy in Wikipedia's voice, a white supremacist belief in Wikipedia's voice, and various other negative labels.[299] This version of the lead falls into the "Proactive fringe busting" category.

[298] May 2015: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=660198426
June 2015: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=666512755
July 2015: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=671161110
July 2015: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=671859261
Sep 2015: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=679167631
Dec 2015: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=696571699
March 2016: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=708694958
[299] July 2016: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=729528413
June 2017: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=787055633
Aug 2018: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=854389245
July 2019: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=908766171

Wikipedia page 62. Wind turbine syndrome

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Wind turbine syndrome (2015)					**2015–2020** - "The false idea" (or sometimes "conspiracy theory") that wind turbines have adverse health effects - Not recognized by scientific community - Pushed by the fossil fuel industry

From 2015 onwards, the lead describes the syndrome as a falsehood or conspiracy theory, notes that scientists do not recognize it, and notes that the fossil fuel industry promotes the idea of the syndrome.[300] This version of the lead falls into the "Proactive Fringe Busting" category.

Wikipedia page 63. Wireless device radiation and health

May 2020: https://en.wikipedia.org/w/index.php?title=White_genocide_conspiracy_theory&oldid=956985587

[300] Dec 2015: https://en.wikipedia.org/w/index.php?title=Wind_turbine_syndrome&oldid=697647190
Dec 2016: https://en.wikipedia.org/w/index.php?title=Wind_turbine_syndrome&oldid=754590237
Nov 2017: https://en.wikipedia.org/w/index.php?title=Wind_turbine_syndrome&oldid=811525663
Nov 2018: https://en.wikipedia.org/w/index.php?title=Wind_turbine_syndrome&oldid=868340175
Nov 2019: https://en.wikipedia.org/w/index.php?title=Wind_turbine_syndrome&oldid=926219109

Page (page creation)	Fringe Normalization	Teach the Controversy	False Balance	Identification of the Fringe View	Proactive Fringe Busting
Wireless device radiation and health (2004)	**2011–2012** - WHO classifies mobile phone radiation as "possibly carcinogenic" - No pushback on the purported adverse health impact	**2007–2010, 2012–2017** - The WHO says serious health effects are very unlikely - "However, some nations' radiation advisory authorities" advise citizens to minimize exposure to radiation from cell phones - "Some researchers" say it's harmful	**2004–2007, 2010–2011, 2017–2018, 2019–2020** - Multiple bodies say there are no known adverse health effects but that on-going research and precaution is needed - Aa 2011 assessment that "wireless radiation" is "possibly carcinogenic" is mentioned	**2018–2019** - Quote from WHO: "A large number of studies have been performed... To date, no adverse health effects have been established" -Quote from the FDA indicating that cell phone usage is safe	**2017** - "No evidence" of health harms (WP voice)

The earliest versions of the lead (2004–2007) note that several studies and organizations show no adverse health effects, but also mentions that there are some indications of health harms.[301] This version of the lead falls into the "False Balance" category.

From 2007 to 2010, the lead notes that some groups see health harms and other groups do not.[302] This version of the lead falls into the "Teach the Controversy" category.

[301] Dec 2004: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=9293412
Dec 2005: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=32389820
June 2006: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=61349000
Oct 2006: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=83826276
Dec 2006: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=92495914
[302] Jan 2007: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=102263493
June 2007: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=135770463
Dec 2007: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=181228607
Jan 2008: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=187726075
Dec 2008: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=261105827
Dec 2009: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=33508512

From 2010 to 2011, the lead notes that several studies and organizations show no adverse health effects, but also mentions that there are some indications of health harms [303] This version of the lead falls into the "False Balance" category.

From 2011 to 2012, the lead frames wireless devices as harmful.[304] This version of the lead falls into the "Fringe Normalization" category.

From 2012 to 2017, the lead notes that some groups see health harms and other groups do not.[305] This version of the lead falls into the "Teach the Controversy" category.

For a period in 2017, the lead notes in Wikipedia's voice that there is no evidence of health harms.[306] This version of the lead falls into the "Proactive Fringe Busting" category.

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[303] Dec 2010: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=404888687
Feb 2011: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=412543261
[304] Dec 2011: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=467205871
June 2012: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=495587023
[305] Dec 2012: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=530150333
June 2013: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=561777458
Dec 2013: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=588388030
July 2014: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=615723840
Dec 2014: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=639366157
May 2015: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=663416891
Dec 2015: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=694690212
Dec 2016: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=757211336
[306] March 2017: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=771182815
June 2017: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=788284553

From 2017 to 2018, the lead notes that the WHO has suggested health harms but also that most studies have no found evidence of health harms.[307] This version of the lead falls into the "False Balance" category.

From 2018 to 2019, the lead includes several attributed claims that wireless devices are safe and that there is no evidence of health harms.[308] This version of the lead falls into the "Identification of the Fringe View" category.

From 2019 onwards, the lead notes that the overwhelming evidence points to the safety of wireless devices, but the lead also points to some uncertainties and caution.[309] This version of the lead falls into the "False Balance" category.

Aug 2017: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=797210928
[307] Dec 2017: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=816473225
[308] Feb 2018: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=824746723
June 2018: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=846832419
Dec 2018: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=876153530
June 2019: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=900201717
[309] Dec 2019: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=933392224
March 2020: https://en.wikipedia.org/w/index.php?title=Wireless_device_radiation_and_health&oldid=948222001