



## **Unwittingly Wikipedia: Editors Strikethroughs may Squelch Open Market Competition, Reports AAfter**

For Immediate Release

DALLAS/EWORLDWIRE/April 1, 2008 --- Following the trail of edits along any Wikipedia entry can be a cumbersome process for the uninitiated, but for AAfter, removal of the AAfter Toolbar from the list of browser-based toolbars poses a challenge to free-markets that bares closer examination: editorial standards without public scrutiny may squash small business from the open listings which herald the coming of future business growth. Unknown persons who edit Wikipedia content may stop or severely impede the growth of other businesses in the market, by virtue of their control of content available to the public.

Rather like constitutional law experts examine the law for interpretive context, "Wikipedians" are encouraged to "develop meaningful policies in consensus which can be applied to resolve questionable cases," by "building on existing WikiLaw ... by examining previous cases of deletions."

Subhankar Ray, AAfter Corporation's founder, is bringing to light the tumultuous and evolving Wikipedia reputation. Ray is questioning the subjectivity of the individual editors who are entrusted with guiding development of the open encyclopedia. He suggests that the AAfter toolbar offers privacy that is better than Google, Yahoo! or Advanced Toolbars because it does not have an intermediate monitoring server attached to its toolbar. While Ray's company enthusiastically supports the work of Wikipedia and its editorial team, he questions the individual decision-making capabilities deigned worthy to judge the noteworthiness of any specific entry.

"We are all products of our experience and environment," said Ray. "The fact that my background has exposed me to one technology or another may predispose me to favoring the use of one application rather than another. My willingness to explore other options may be hindered by my own personality - who am I to inflict my beliefs on someone else? The same level of openness needs to be applied to the individual entries."

"Wikipedia's own documentation confirms the conflict, setting 'Delitionists' opposite 'Insertionists' - people who believe in restricting information and people who believe every submission of content should be accepted. Even others would avoid addressing 'an atmosphere of conflict or of co-operation, of tension or of harmony' on the grounds that 'Wikipedia is not a social club!'"

Ray points out that AAfter's entry provided clear and proper disclosure about its authorship; yet, editor "Blueboy96" removed AAfter from the list as "non-notable Web content." Without disclosing the identity of the editor, Ray proposes that, as with other removals, there is a possibility that any editor may be either knowingly or unknowingly affiliated with perceived competitors of any business.

"It is possible, isn't it, that an anonymous Wikipedia editor may benefit directly or indirectly by donations made by anyone's competitors? The pattern of behavior without full financial disclosure potentially makes editors and Wikipedia subject to U.S. anti-trust law."

AAfters experiment affirms the vulnerability of Wikipedia because the community is shielded by nicknames. Ray suggests that aside from being a disservice for patrons of Wikipedia, small business with fewer resources and slimmer marketing budgets may be hurt and kept from equal opportunity because bigger companies have deeper pockets to support retaining public relations firms to "make things notable."

Ray proposes that in line with Wikipedia's own content, that "'The rule of law,' wrote the ancient Greek philosopher Aristotle in 350 BC, 'is better than the rule of any individual.'" "How can small business hope to move forward if the path is blocked?" asks Ray.

Founded in 2005, the AAfter Web search engine provides up to 25 percent cash-back rebates to visitors who purchase as a result of visiting AAfter, and the search engine may be the first to do that. Advertisers include major brands with strong market reputations so that visitors can buy with confidence from a wide range of choices. The AAfter High-privacy Search, Cash-Back and Coupon Toolbar is not connected to any monitoring server, has no ability to track users' browsing and it has been tested by CNet for absence of spyware. AAfter,

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Google, Yahoo, MSN, Wikipedia, Wikitionary, and ShopZilla are combined in one high-privacy toolbar. Its light footprint rarely affects browsers' performance.

To learn more, contact Subhankar Ray at 214-714-2224 or by e-mail at [sray@aafter.com](mailto:sray@aafter.com). Visit 'http://www.aafter.com' or 'http://www.aafter.com/index\_aafter\_toolbar.htm' to learn more.

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