FIVE BLOCKS RESEARCH

REPUTATION REPORT · NOVEMBER 2026

Inside the Wikipedia Edit Wars

What ten months of edits to the Wikipedia pages of Flock Safety, Kalshi and Polymarket show about how company pages change, and what companies should and should not do.



fiveblocks

DATA FROM JANUARY 1 - OCTOBER 31, 2026 · FIVEBLOCKS.COM

SUMMARY

On a contested company page, the story is rewritten in public, and the company is often not in the room

We followed three contested company articles on English Wikipedia for ten months: Flock Safety, the license-plate camera company, and the two leading prediction markets, Kalshi and Polymarket. Together they were edited more than 1,100 times and read about 2.5 million times. Their reach goes well beyond those readers: AI engines draw on Wikipedia regularly, so what these pages say is repeated in answers about the companies and their leaders.

The findings below are the patterns we expect on any company page that is in the news and under debate. Each one ends with what a company should and should not do.

SEVEN FINDINGS

01 **The scale.** A contested company page is rewritten in public, at speed. Flock Safety's article was edited 614 times by 212 accounts in ten months. Similar companies saw 18 to 54 edits.

02 **News sets the pace.** Edits arrive in bursts when the company is in the news. Flock's page drew 156 edits and about 298,000 views in August alone.

03 **Criticism collects in one place.** A Controversies section now makes up 51% of Flock's article, up from no such section in January.

04 **Open requests work, mostly on facts.** Flock and Kalshi made 12 disclosed requests between them. Eight were acted on in some form; narrow factual ones did best.

05 **Taking part is a choice.** Flock's account stopped posting in late June, and the page then saw 405 edits. Watching closely lets a company decide when a request is worth making.

06 **Suspected hidden editing is costly.** On suspicion of undisclosed paid editing, Kalshi's page was restricted for a month and 45 edits were rolled back in one step.

07 **Where sources agree, the community decides.** Polymarket's page says users "place bets": 15 of the 18 editors who stated a view backed that wording.

WHY IT MATTERS

Search engines and AI engines rely on Wikipedia to describe companies

7.8%

of all ChatGPT citations go to Wikipedia, its most-cited source and more than four times the next

Profound, 680M citations, Aug 2024 to Jun 2025

2.5M

views by people of the Flock Safety, Kalshi and Polymarket articles, before AI engines repeat them

Wikimedia page views, Jan to Oct 2026

1 in 6

of article edits on the three pages were later undone (a minimum)

Wikipedia edit histories

The 2.5 million views are only the direct audience. The Wikimedia Foundation says almost all large language models train on Wikipedia, and that search engines and social platforms prioritize its information. In Five Blocks' daily tracking of AI engines, Wikipedia is a regular source when they answer questions about a company or its executives, including what is happening with them now. Reporters, analysts and AI research tools use these pages too, so what an article says travels well beyond the people who open it.

HOW WE DID IT

Three contested pages, ten months, every edit

We read the full public history of each article and its discussion page (the "talk page") from January 1 to October 31, 2026: every edit, every talk-page thread, and the page logs that record protections, page moves and blocks. We compared each page with similar companies, and profiled the editors who shaped it from what they did on the page.

We picked the three from a screen of about 130 well-known company articles, looking for active, contested pages in industries our readers follow. None is a Five Blocks client.

THE THREE PAGES

Flock Safety. License-plate cameras and software for police. A national privacy debate in 2026. Article

Kalshi. A federally regulated prediction market, mostly used for sports. Article

Polymarket. A crypto-based prediction market and Kalshi's main rival. Article

HOW WIKIPEDIA HANDLES COMPANIES

Anyone can edit, and changes go live at once. Wikipedia's conflict-of-interest guideline strongly discourages companies, and the agencies they hire, from editing their own article. Instead they disclose who they are and post sourced requests on the talk page, and an independent volunteer decides. Paid editors must disclose under Wikipedia's terms of use. Administrators can restrict who edits a page for a set time ("protection"), and disputes can go to a formal community discussion (a "request for comment").

Sources: Profound, "AI Platform Citation Patterns"; Wikimedia Foundation, "New User Trends on Wikipedia," Oct 2025; Wikimedia page views and English Wikipedia page histories, pulled Nov 1, 2026.

FINDING 01 · THE SCALE

A contested company page is rewritten in public, at a pace its peers did not see

Flock Safety sells license-plate cameras to police and became the focus of a national privacy debate in 2026. Its Wikipedia article was edited hundreds of times; the articles on companies selling similar technology barely moved.

Flock Safety article, Jan to Oct 2026

614

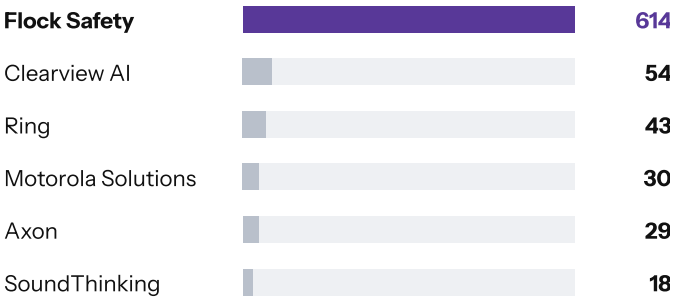
edits by 212 different accounts, 119 of them later undone

Flock Safety talk page

270

edits by 42 accounts debating what the article should say

ARTICLE EDITS, JAN TO OCT 2026



ALL EDITS

EDIT SUMMARY · FLOCK SAFETY · MAR 1, 2026

"Sigh. Returning to most stable"

An experienced editor pulls the page back after a run of contested additions, one of many such reversals in the spring.

GOOD PRACTICE

Watch the page as closely as the press. A tool such as Five Blocks' WikiAlerts™ sends an alert on every edit and tracks traffic, so changes are seen in hours, not months.

BAD PRACTICE

Checking the page once a quarter, or only when someone forwards a screenshot.

Source: English Wikipedia page histories, Jan 1 to Oct 31, 2026. Flock Safety history. Similar companies: articles on firms selling cameras, recognition or detection technology to police.

FINDING 02 · NEWS SETS THE PACE

Edits arrive in bursts, when the company is in the news and the most people are reading

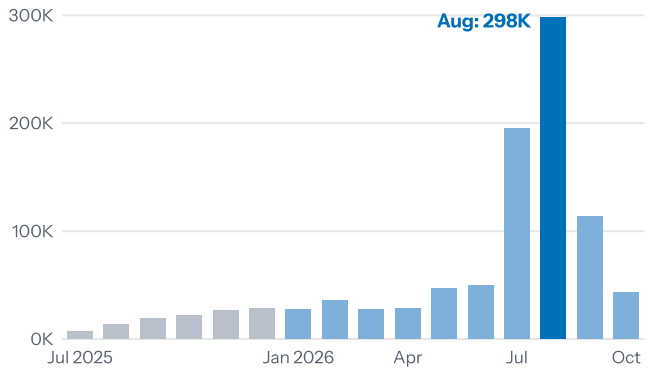
Flock's page drew modest traffic for most of 2025. In 2026 its readership grew nearly ninefold. The busiest month came in August, when the company announced new privacy safeguards amid contract cancellations and protests.

Views of the Flock Safety article

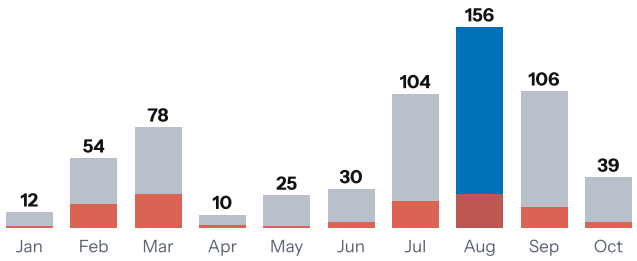
865K

views from January to October 2026, against 98,000 in the same months of 2025

MONTHLY VIEWS, JUL 2025 TO OCT 2026



EDITS PER MONTH, 2026 (RED: UNDONE, 119 IN TOTAL)



August 2026

156

edits in one month, the year's peak. Administrators restricted editing three times between July and October.

These views count people only. AI engines and research tools that draw on Wikipedia carry the page's wording much further, during the same news cycle.

GOOD PRACTICE

Have your PR and Wikipedia team ready to move when news breaks, and work for strong, accurate coverage of the news itself, since that coverage is what editors will cite. WikiAlerts™ shows the spike in edits and readers as it happens.

BAD PRACTICE

Waiting until after the news cycle, when the new wording has settled and fewer editors are watching.

Source: Wikimedia page views (users, excluding identified automated traffic); page history and protection log. Traffic chart. Aug 13 announcement: ABC News.

FINDING 03 · STRUCTURE

Criticism collects in its own section, and it can end up as half the article

In January, criticism of Flock sat mainly in one privacy section, about 41% of the text. In August one editor built a Controversies section with seven parts in two days. By October, criticism, scrutiny and opposition made up about two-thirds of the article.

Flock Safety Controversies section

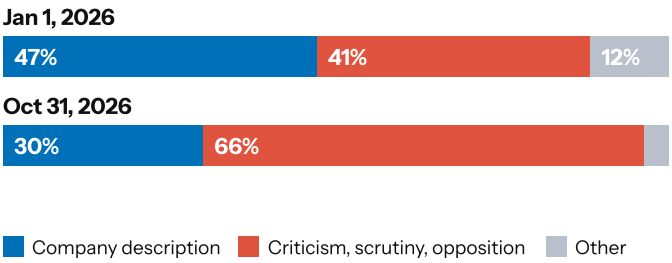
51%

of the article's words, in a section that did not exist in January. An editor has since tagged it with Wikipedia's warning that criticism sections can unbalance an article.

> EDIT SUMMARY, ADMINISTRATOR · FLOCK SAFETY · MAR 2026
>
> *"Christmas tree of random anecdotes"*

In the spring, experienced editors argued against long lists of individual incidents on the page.

WHAT THE FLOCK ARTICLE IS MADE OF



Kalshi shows the same pattern: about 64% of its prose sits in controversy, legal and regulatory sections. Polymarket has no section by that name, but about half its prose covers war bets and legal issues.



WIKIPEDIA'S OWN WARNING, ON THE PAGE TODAY

Since September 2, a notice above Flock's Controversies section says it may compromise the article's neutrality and asks editors to fold the material into other sections. A company can point to this notice in a sourced, disclosed request. Screenshot: English Wikipedia, Flock Safety article, November 4, 2026.

GOOD PRACTICE

Ask, with sources, whether criticism would read more fairly within the relevant sections, as Wikipedia's guidance on criticism sections suggests, without asking to remove sourced material.

BAD PRACTICE

Asking volunteers to delete well-sourced criticism. It fails, and can draw more attention to the page.

Source: share of reader-visible words by section heading, article text Jan 1 and Oct 30, 2026; grouping by heading is approximate. Tag added Sep 2, 2026.

FINDING 04 · DISCLOSED REQUESTS

Speaking up openly works, mostly for facts, and best when requests are narrow

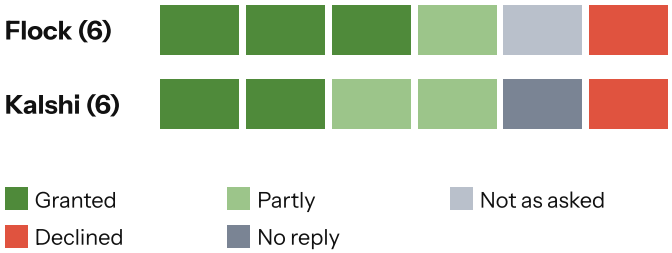
Both Flock and Kalshi used disclosed employee accounts that never edited the article and posted requests on the talk page instead. Volunteers granted most factual fixes; requests that touched criticism were partly granted at best.

Company requests acted on in some form

8 of 12

requests from Flock's and Kalshi's disclosed accounts, January to October 2026

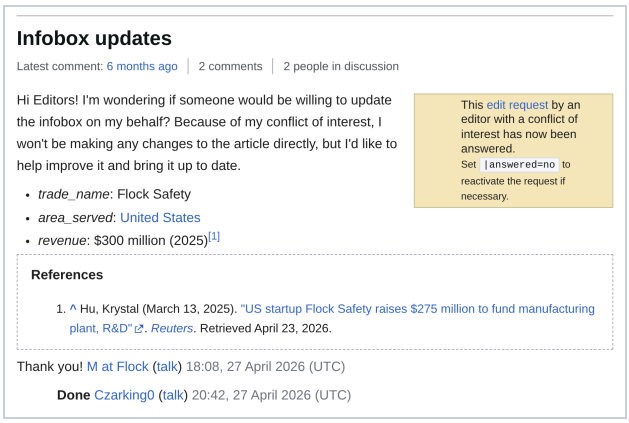
OUTCOME OF EACH REQUEST



What worked: revenue and service area added to Flock's summary box the same day it was asked; new logos for both companies; "Prediction market" restored in Kalshi's summary box; a claim linking Flock to Palantir moved out of the opening paragraph.

What did not: a Flock paragraph on data retention was declined as one-sided, and a Kalshi rewrite of a criticism item was called "a whitewash"; the employee replied that was not the intent.

> KALSHI EMPLOYEE, WITHDRAWING AN UNANSWERED REQUEST · APR 16, 2026
>
> *"was trying to do too much"*



Infobox updates

Latest comment: 6 months ago | 2 comments | 2 people in discussion

Hi Editors! I'm wondering if someone would be willing to update the infobox on my behalf? Because of my conflict of interest, I won't be making any changes to the article directly, but I'd like to help improve it and bring it up to date.

- *trade_name*: Flock Safety
- *area_served*: United States
- *revenue*: $300 million (2025)[1]

This edit request by an editor with a conflict of interest has now been answered.
Set `|answered=no` to reactivate the request if necessary.

References

1. ^ Hu, Krystal (March 13, 2025). "US startup Flock Safety raises $275 million to fund manufacturing plant, R&D". *Reuters*. Retrieved April 23, 2026.

Thank you! M at Flock (talk) 18:08, 27 April 2026 (UTC)

Done Czarking0 (talk) 20:42, 27 April 2026 (UTC)

A REQUEST THAT WORKED, ON WIKIPEDIA

Flock's disclosed account states its conflict of interest, asks for three specific updates to the summary box and cites Reuters. An independent editor marks it done the same afternoon. Screenshot: Talk:Flock Safety/Archive 2, November 1, 2026.

GOOD PRACTICE

One change per request, with the exact text to remove and add and an independent source for each claim. Follow up politely when a request is missed.

BAD PRACTICE

Broad rewrites, company sources, or language that reads like a press release.

Source: Talk:Flock Safety (and archives) and Talk:Kalshi. "Acted on": granted or partly granted. "Partly": acted on with changes. "Not as asked": all co-founder titles removed instead of one corrected.

FINDING 05 · CHOOSING WHEN TO ENGAGE

The page keeps changing whether or not the company takes part

Flock's disclosed account made six requests between April and June, then stopped posting. From July, as readership jumped, the article grew to nearly three times its January size. The company may have judged the new, well-sourced material fair, or chosen to stay out of heated debates. That is a legitimate choice, as long as it is an informed one.

Article edits, July to October 2026

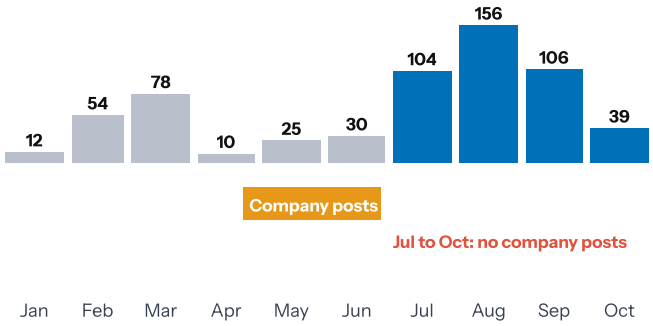
405

edits from July to October, a period with no posts from the company account

The company's own August safeguards

Parts appeared on September 2 next to critical commentary. A stand-alone sentence was added on October 11 by a student in a university class assignment.

EDITS PER MONTH AND COMPANY ACTIVITY



Flock showed in the spring that it could get requests accepted. Staying informed after that lets a company step back in when it matters to it.

GOOD PRACTICE

Keep watching even when you are not posting: use WikiAlerts™ to see what changes, and decide case by case when a request is worth making.

BAD PRACTICE

Losing track of the page, or joining heated talk-page debates without a clear, sourced request.

Source: Flock Safety page history; M at Flock contributions (last talk-page post June 26, 2026); safeguards edits Sep 2 and Oct 11.

FINDING 06 · DISCLOSURE

Even the suspicion of hidden company editing can get a page restricted and rolled back

In January, edits that recast Kalshi's opening as "trading" and removed criticism led editors to suspect paid editing. The account most suspected denied being paid, and nothing tied the edits to Kalshi. The page was restricted as a precaution.

Kalshi, January 31, 2026

45

edits rolled back in one step, restoring the January 10 text. Only experienced accounts could edit until March 3.

PROTECTION LOG · KALSHI · JAN 31, 2026

"Promotional editing by possible undisclosed paid editors"

KALSHI'S PATH IN 2026

DEC 2025 TO JAN 30

Contested rewrites

Edits recast the opening as "trading" and cut criticism

JAN 31

45 edits rolled back

Only experienced accounts can edit until March 3

MAR 3 TO JUL 8

Disclosed employee

Six requests on the talk page, four acted on

The rollback undid ordinary edits by other editors too. Kalshi's disclosed account, active from March, has never edited the article.

GOOD PRACTICE

Disclose every connection, on the user page and in each request, and never edit the article directly. Agencies working for a company must disclose too.

BAD PRACTICE

Employees, agencies or temporary accounts editing the article without saying who they work for.

Source: Kalshi page log; rollback diff; Talk:Kalshi. No block or formal case tied any account to Kalshi.

FINDING 07 · LIMITS

Where most sources agree, the community decides the wording

Kalshi and Polymarket call themselves prediction markets. Critics and many news outlets call it betting. On Polymarket's page, which had no company voice in 2026, editors settled the wording of the opening lines in a formal community discussion.

Polymarket request for comment, Feb 10 to Mar 13

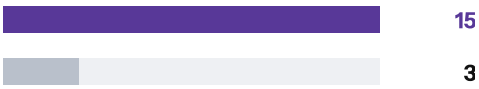
15 of 18

editors stating a view favored "place bets" over "trade event contracts." One editor counted how the cited sources describe the platform; most said betting.

EDIT SUMMARY · POLYMARKET · FEB 8, 2026

"choose clarity over PR"

VIEWS STATED IN THE DISCUSSION



No formal summary was written, but the wording has held since February. Attempts to swap in "gambling" in October were reverted within days. Kalshi's first sentence says "prediction market platform," a change a volunteer made in February; its next sentence says sports betting is over 90% of activity.

GOOD PRACTICE

Accept what the sources say, and work on the sources: earn independent coverage that describes the business fully, and Wikipedia can follow.

BAD PRACTICE

Repeatedly pushing preferred terms against what most sources say, or after the discussion is settled. It reads as promotion and hardens opposition.

Source: Talk:Polymarket; first-sentence history of both articles. A request for comment is a structured discussion, not a vote; counts are of editors who stated a view.

WHAT IT TAKES

Staying on top of a Wikipedia page is ongoing work, done in the open

Wikipedia pages change every day, the busiest days are the ones when the company is in the news, and AI engines carry what the page says far beyond its readers. Doing well on Wikipedia takes work on four fronts.

Real-time monitoring

An alert on every edit to the company's pages and its executives' pages, with traffic trends, so changes are seen in hours. Five Blocks' WikiAlerts™ does this and makes a page's history easy to follow.

Disclosed, expert engagement

Narrow, sourced requests on the talk page, through Wikipedia's approved process, sustained through the news cycle. Five Blocks' Wikipedia specialists spend about six months in training before they lead a client program, learning Wikipedia's policies, its sourcing standards and how volunteers review company requests.

Focus on the top and the structure

The first sentence, the summary box, the short description and how criticism is organized shape what every reader, and every summary of the page, starts with.

Better independent coverage

Wikipedia follows its sources. Where coverage is one-sided, the lasting fix is earning fuller reporting, which the page can then reflect.

Method. Five Blocks read the complete public edit histories, talk pages (including archives) and page logs of the English Wikipedia articles on Flock Safety, Kalshi and Polymarket from January 1 to October 31, 2026, and the edit counts of nine comparison articles. Page views come from Wikimedia (users only). Editor totals and permissions come from XTools. "Undone" counts edits Wikipedia tags as reverted, a minimum. Section shares count reader-visible words by heading. All data was pulled on November 1, 2026.

APPENDIX

The numbers behind the comparisons

ARTICLE	EDITS	ACCOUNTS	UNDONE	TALK EDITS	VIEWS
CAMERAS AND DETECTION FOR POLICE					
Flock Safety	614	212	119	270	864,741
Clearview AI	54	20	6	31	48,372
Ring	43	34	4	0	133,180
Motorola Solutions	30	19	1	0	107,514
Axon	29	14	1	1	87,968
SoundThinking	18	17	0	1	10,529
PREDICTION MARKETS, BETTING AND TRADING APPS					
Polymarket	273	130	53	114	900,510
Kalshi	258	125	24	57	745,555
Robinhood	42	18	1	7	179,084
DraftKings	26	21	3	0	110,064
FanDuel	16	14	4	0	75,013
Coinbase	12	12	0	9	179,684

English Wikipedia, January 1 to October 31, 2026. "Undone" counts edits Wikipedia automatically tags as reverted; large manual rollbacks are not always tagged, so these are minimums. Views are page views by users, excluding traffic Wikimedia identifies as automated.

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ABOUT FIVE BLOCKS

Five Blocks tracks, analyzes and improves the digital reputations of companies and their leaders around the world

Since 2003, Five Blocks has worked on how organizations are seen on Google, on Wikipedia and now in AI answers. Our IMPACT™ and AIQ platforms follow tens of thousands of brands every day across search results and the leading AI engines, and WikiAlerts™ tracks Wikipedia edits and traffic in real time.

Our in-house Wikipedia team works only through Wikipedia's community process. Each specialist trains for about six months before leading a client program, building a working command of Wikipedia's policies, sourcing standards and community norms. Our editors disclose who they work for on their user pages and in every request, post sourced requests on talk pages, and respect the volunteers who decide. Five Blocks provides these services to companies for a fee.

This research shows how three contested company pages were edited over ten months. It is meant to help communications teams understand how Wikipedia works and what good practice looks like. Five Blocks publishes research like this and works with companies to act on what it finds. None of the three companies profiled is a Five Blocks client, and none was consulted.

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