Web: separate texts
According to an eye tracking study by Cornell's L.A. Granka T. Joachims and G. Cay, the first listing at Google's SERP (results page) gets 56% of clicks, the second gets 13% and the 11th gets about 1%.

Wikipedia: synthesis
"Knuth is a fan of Wikipedia, but he's a bit leery of the concept, saying that he would not want to have to remain forever on guard after making technically complex contributions, lest his comments be badly reedited." http://en.wikipedia.org/wiki/Donald_Knuth contributed by knuth-pbdsl5.Stanford.EDU

What's next?
Both biological evolution and modern economy are based on competition and exchange!
If the Web is a medieval village economy and Wikipedia is a state-monopolistic system, what's next?

Lightweight distributed real-time version control for wikis
CAUSAL TREES
Victor Grishchenko, Ural State University, Russia http://oc-co.org

A simple case...

changed to...

Feed: append-only storage format

Causal tree: the underlying abstraction

Weave: version control data structure

STORAGE
Storage space: plain text times 20 (x10 for non-Latin).
Append-only feed is easily updated and easily checked for updates - trivial caching and sync.

THE ATOM TYPE
struct atom_t {
    uint64_t id;
    uint64_t cause;
    wchar_t symbol;
}

BENEFITS
Real-time changes
Per-symbol granularity
Per-second timestamps
Per-symbol authorship
Easy caching
Easy version merge
Convergence (OT sense)
Instant versioning
Lighter than a VCS

mutation and crossover for texts!