

# Do wise crowds have sticky elites?

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Pareto's "**80/20 rule**," which says that 80% of the output or benefits is produced or enjoyed by 20% of the members of any given group, has increasingly become a source of debate. For example, the **top 20% American earners reap 51%** of the national personal income.

How uneven is the social media wealth? **If Wikipedia were a country** and words its currency, how uneven would its "income" distribution be? **Would Wikipedia be more egalitarian than Denmark or more elitist than Sierra Leone?** And more importantly, do the highest earners belong to a stable elite, or do they change all the time?

**What can this type of research tell us about nurturing social media engagement and a sense of equity and democracy online?**

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