



WIKI  
LOVES  
AFRICA

## 65% of humans are visual learners\*

### Wiki Loves Africa ... ensures that Africa is visually represented on Wikipedia

Photographs provide a glimpse into a person's soul. Images represent truths and principles in compressed forms that are far easier to grasp than reams of text. Wikipedia holds the world's knowledge on its websites, but Africa is the least covered region, and its peoples and cultures are the least visible. Africa's many souls are just not present on Wikipedia.



The annual Wiki Loves Africa photographic and media competition celebrates all that is quintessential about the many cultures on the African continent. Each year, submitted images illustrate a specific theme that is chosen to highlight individual passions and daily encounters, collective idiosyncrasies and universal humanity.

Images are powerful. They have the ability to make people understand concepts at a deeper level. Wiki Loves Africa's images not only affect how people view Africa, but how we as Africans view ourselves on global platforms. As Edward Steichen said in 1967, "I believe [photography] is potentially the best medium for explaining man to himself and his fellow man." (note of editor: ... and woman!)

\* Bradford, William C., *Reaching the Visual Learner: Teaching Property Through Art* (September 1, 2011). *The Law Teacher* Vol. 11, 2004.





Since 2014, 4900 contributors to Wiki Loves Africa have uploaded 40,000 images to Wikipedia. Adding not only to the general reader's understanding of Africa as a vibrant, culturally diverse continent and a philosophical space. But also normalising alternative experiences of universal concepts by including images from Africa into concepts such as winter and seaweed, roofing material, salt and dance. There were over 3 million page views for the competition page on Wikimedia Commons alone during the 2017 competition.



Past competitions have covered Cuisine, Cultural Fashion and Adornment, Music and Dance, and People at Work. In 2019, the competition will focus on Play!

Wiki Loves Africa is a project of Wiki In Africa ([www.wikiinafrica.org](http://www.wikiinafrica.org)) with the support of Yinternet.org that is run at a continental level by a tiny team. The on-the-ground focus of the competition happens through events organised by local Wikimedia volunteer groups across the continent. The events have been run in 14 countries over the last four years with new countries joining each year. The country teams provide a fun, engaging and public-facing focal point around which volunteers can work together.



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Wiki Loves Africa can not happen without ...



... and Wikimedia Usergroups and volunteers cross Africa