

Dedoose

“great research made easy”

WLM case study

Step 1: Select media & add descriptors

Title	User	Date/Time	Excerpts	Length	Descriptors	Memos	Name	Budget	Duration	Grant Type	Geography	Country	Budget Size
WMRS WLM 2012	AlexWang	07/17/2014	8	10861	1	0	WMRS WLM 2012	2793.47	3	Organization	GS	Serbia	Samll (1K - 3K)
WMES WLM 2013	AlexWang	07/09/2014	13	9866	1	0	WMES WLM 2013	1269.47	3	Organization	GN	Spain	Samll (1K - 3K)
WMPH WLM 2013	AlexWang	07/09/2014	11	11364	1	0	WMPH WLM 2013	6515	5	Organization	GS	Philippines	Medium (3K - 7K)
Macedonia WLE 2...	AlexWang	07/09/2014	11	9893	1	0	WLE 2014 (Shared...	5356.36	3	Group	GS	Macedonia	Medium (3K - 7K)
WMZA WLM 2013	AlexWang	07/09/2014	8	12638	1	0	WMZA WLM 2013	22172.10	3	Organization	GS	South Africa	Large (7K ~)
Belgium WLM 2013	AlexWang	07/17/2014	15	12200	1	0	Belgium WLM	5590	5	Group	GN	Belgium	Medium (3K - 7K)
WMAM WLM 2013	AlexWang	07/17/2014	17	13310	1	0	WMAM WLM 2013	4129	4	Organization	GS	Armenia	Medium (3K - 7K)
WMMX WLM 2013	AlexWang	07/09/2014	29	13479	1	0	WMMX WLM 2013	2124.76	3	Organization	GS	Mexico	Samll (1K - 3K)
WMZA Photo inte...	AlexWang	07/29/2014	1	69	1	0	WMZA WLM 2013	22172.10	3	Organization	GS	South Africa	Large (7K ~)
WMPH photo integ...	AlexWang	07/29/2014	1	67	1	0	WMPH WLM 2013	6515	5	Organization	GS	Philippines	Medium (3K - 7K)
WMMX photo integ...	AlexWang	07/29/2014	1	68	1	0	WMMX WLM 2013	2124.76	3	Organization	GS	Mexico	Samll (1K - 3K)
Belgium WLM phot...	AlexWang	07/29/2014	1	69	1	0	Belgium WLM	5590	5	Group	GN	Belgium	Medium (3K - 7K)
WMAM photo integ...	AlexWang	07/29/2014	1	69	1	0	WMAM WLM 2013	4129	4	Organization	GS	Armenia	Medium (3K - 7K)
WMRS photo integ...	AlexWang	07/29/2014	1	34	1	0	WMRS WLM 2012	2793.47	3	Organization	GS	Serbia	Samll (1K - 3K)

Step 2: Select excerpts and add codes

Document: WMMX WLM 2013

Line #s Memos RTL

Added: 07/09/2014 Creator: AlexWang Excerpts: 29 Memos: 0 Descriptors: 1

Photography and video
Logistics
BTL Guerrilla. Amount of spend time: 2 hours.

July 11: meeting with coordinators of the committees, it was agreed that we would have training volunteers about CC Licenses, upload photos, Wikipedia and Wikimedia Commons. 3 hours.

July 27th: **First workshop for volunteers. 3 hours.**

July 30. **Promotional talks about the contest on Campus Party 2013. 8 hours.**

August 14. Ask for Grant to WLM. Amount of time (writing, budget, revisions and sending): 6 hours.

August 24. **Second workshop for volunteers, Mexico City (2 hours).** Beginning of the revision of the monuments list (12 hours). Following tasks on the website perform.

August 24 - 25. **design of posters, stickers and t-shirts. 6 hours.**

August 26: send of media release and e-mails and phone calls for invitation to the press conference. 2 hours.

August 27. **Press Conference Telmex Hub, Mexico City (planning and invitation to media: 12 hours during three days. Event: 3 hours). Appearance of the contest in Primero Noticias, TV morning news and Canal 22.**

September 5: delivery of posters, stickers and t-shirts for volunteers. **Basic Photography Workshop, taught by Claudio Briones of fotofestin, Telmex Hub, Mexico City. 18 attendees (2 hours).**

September 5 to 10: **posting of posters by volunteer team in several points of Mexico City.**

September 7: first photo walk of WLM. Mexico City. 43 attendees (amount time: planning, 6 hours, event, 3 hours).

September 9: sending parcel of posters, stickers and t-shirts to Guadalajara and Puebla.

September 12: **intermediate photography workshop, sponsored by Fundación Pedro Meyer, Telmex Hub, Mexico City.**

September 21: first day of Wikimedia Mexico simultaneous events: first photo walks of Puebla City and Guadalajara and Panel "Una apropiación monumental/A monumental appropriation". In order to make reflections about free culture in Mexico, WLM invited on September 21 six activists and researchers of free culture and the architectural heritage to a panel: Enrique César, Ulises Kentros, Alan Lazalde, Mayra Mendoza, Irene Soria and Eneas de Troya. This panel was organized at UNAM's Chopo University Museum. A general status of free culture in Mexico was raised, the concept of monument was questioned, and notions such as virtual monument on the web were even included. Other reflections were made about the value of sharing the artistic work and how it is possible to generate profitability and digital altruism models by means of free licenses such as Creative Commons. The need was established to continue these reflections during 2014.

September 28: second photo walks of Puebla, conducted by José Flores (amount time: 2 hours each one). **Post about this in Wikimedia Blog.** Second photo walks of Mexico City, one in the Historical Downtown conducted by Ivan Martínez, Carmen Alcázar and Alan Lazalde. Other in the Tlalpan downtown in the south of the city conducted by fotofestin.

October 19th. Marathon of evaluation of the pictures. Sending of finalist to the final Jury (amount time: 15 hours).

November 15 to 27. Get in touch with the winners.

November 28th. **Wiki Loves Monuments 2013 Award Ceremony.** Wiki Loves Monuments 2013 Award Ceremony took place in Museo Universitario del Chopo (Chopo University Museum) in Mexico City, and an average of 40 people attended. The winners of the first, second, fifth, sixth and tenth places also attended, in addition to representatives of commercial sponsors and the members of the jury. The winners of the three first places in Mexico were Ricardo David Sánchez with a photograph of the Pyramid of the Sun, Pavel Vorobiev who gifted a great image of the Temple of Kukulkan in Chichén Itzá and the user Cocoonflavor also with a picture of Chichen Itza. Supported by our sponsor Carl Zeiss, it was given an extra award called "Carl Zeiss' prize of the public" to whom got more likes in page of Wiki Loves Monuments Mexico in Facebook.

February - October 2014. **WLM winners exposition tour.**

Lessons learned

What lessons were learned that may help others succeed in similar projects? Consider the following questions and respond with 1 - 2 paragraphs.

Create Excerpt Prev Excerpt Next Excerpt

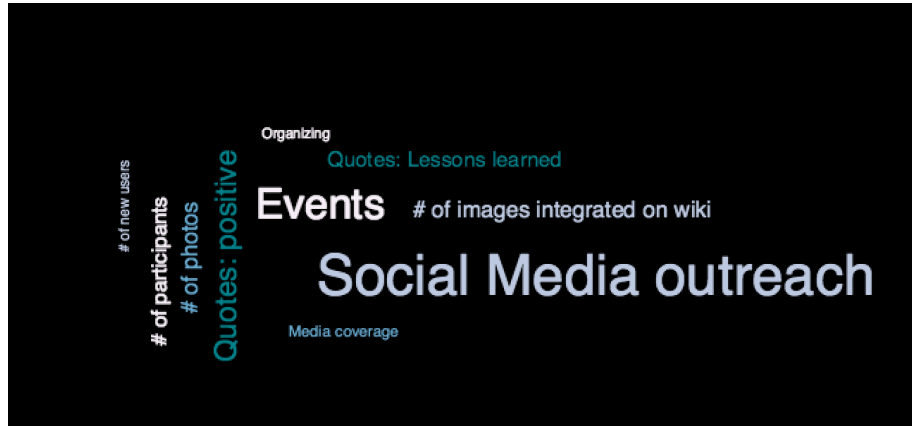
Font Size: 0

Selection Info

Codes

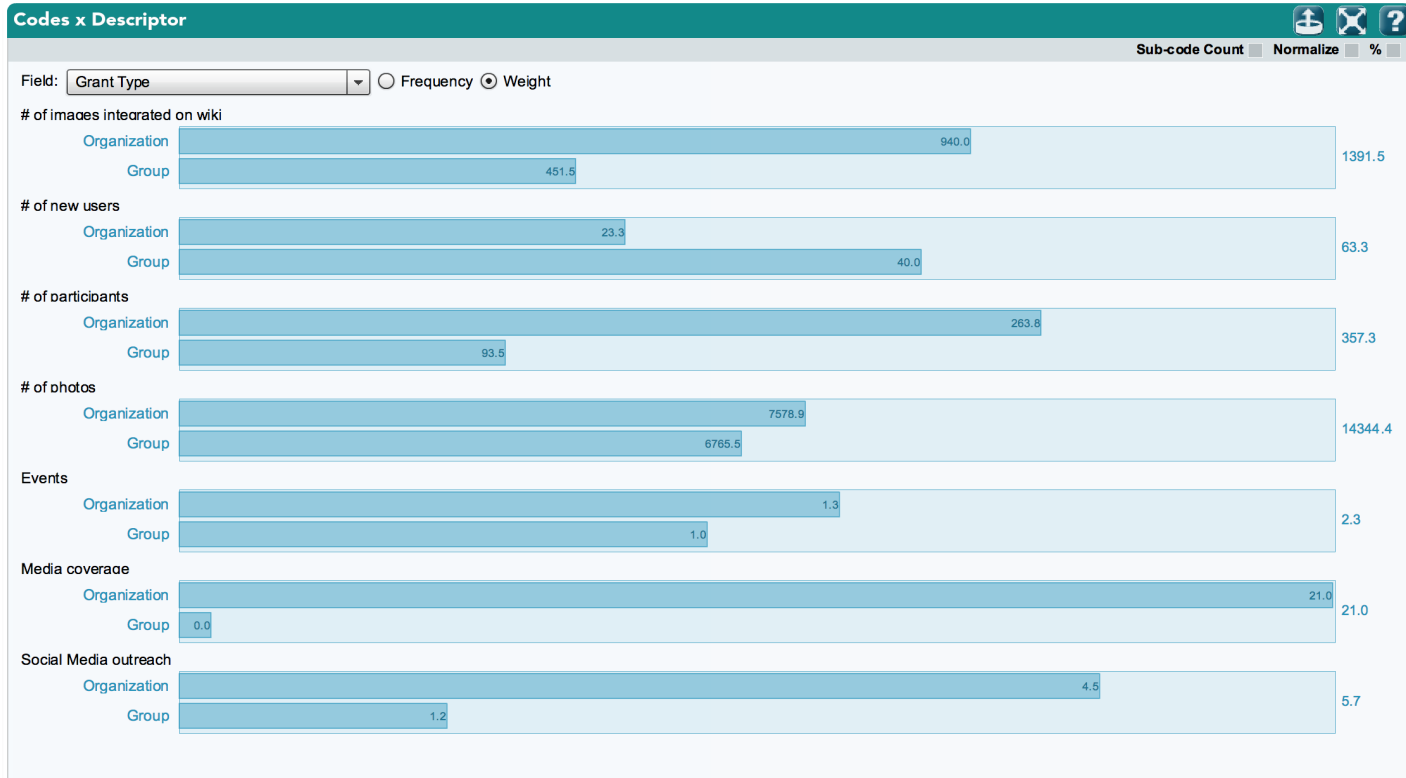
- Media coverage
- # of new users
- # of participants
- # of photos
- Events
- # of images integrated on wiki
- Organizing
- Quotes: Lessons learned
- Quotes: positive
- Social Media outreach

Step 3: Analyze!

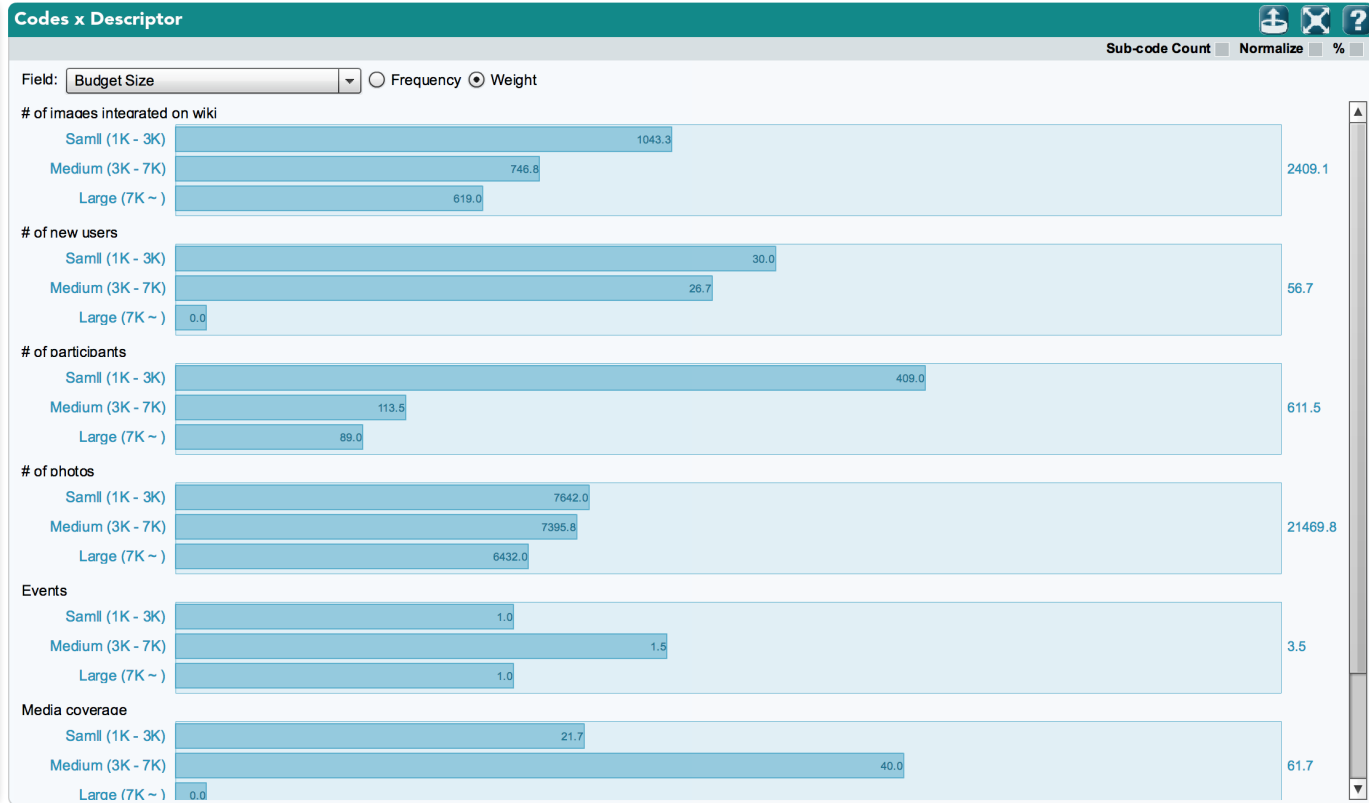


Media	Codes										
	# of images integrated on wiki	# of new users	# of participants	# of photos	Events	Media coverage	Organizing	Quotes: Lessons learned	Quotes: positive	Social Media outreach	Totals
WMZA WLM 2013			1	1	2	1		1	1	1	8
WMZA Photo integration	1										1
WMRS WLM 2012			1	1			1		1	4	8
WMRS photo integration	1										1
WMPH WLM 2013		1	1	1	1			1	3	3	11
WMPH photo integration	1										1
WMMX WLM 2013		1	1	1	10	3	1	2	2	2	23
WMMX photo integration	1										1
WMES WLM 2013	1		1	2					2	6	12
WMAM WLM 2013	1	1	1	1	2	1	1	1	1	7	17
WMAM photo integration	1										1
Macedonia WLE 2014	1		1	1	1			1	1	3	9
Belgium WLM photo integration	1										1
Belgium WLM 2013		1	1	1	4		1	2	2	2	14
Totals	9	4	8	9	20	5	4	8	13	28	

Step 3: Analyze!



Step 3: Analyze!



Challenges

Time-intensive, subjective, need large sample size



Best use cases (grants)

- Specific program/project (WLM, edit-a-thons, etc.)
- Large sample size
- Comparing across budget sizes/type of grant/countries
- Understanding quality of grant reports
- As part of larger grant programs impact analysis

