



**CONNECT
TO LEARN!**

შეუერთდი სწავლას!

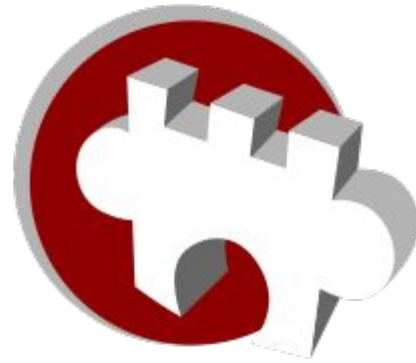
Gamified photo contests: implementing a quest format

User:**Gikü**, Wikimedians of Romania
and Moldova User Group

Let's recall Wiki Loves X

at its core, a photo contest
usually structured around
some sort of a list
where the winners are
determined by a jury that
assesses quality

...although we as
organizers want
quantity / completion



WIKI **loves**
monuments



wiki **loves**
EARTH



Wiki **Loves**
FOLKLORE

People tend to visit popular landmarks

that represent (or are close to) a touristic spot,
or that look spectacular,
or that have some special history



**But if we want images of all
the monuments in the list,**

we need to encourage
participants to take
photos of places far away,
or not easily reachable,
or that are outright boring



They'll go on their bikes anyway



Applying further* gamification

* - because “Wiki Loves” is itself gamified



The classic quest

A traditional quest:

- involves a route handed out to participants
- has some sort of hints
- guides participants to a “treasure” in the end – or has a points system
- ...everything above is set by the organiser(s)



Adapting the quest format

In the bike quest:

- routes are built by the participants
- the hints are the actual monuments
- the points system awards monuments visited and images made
- ...very little is actually set by the organiser(s)



Not only monuments!

Since they are already visiting those towns and villages, participants are encouraged to take photos of other landmarks: town halls, schools, etc.



Lessons learned

People hesitate to travel far from their origin city (which almost always is the capital)

People who are used to travel farther usually have a better chance to visit more places and take more photos.

and applied

Compensation:

- food, refreshments, and beverages
- transport, if needed

Tiers (level the field):

- up to 50 km
- between 50–150 km
- more than 150 km



Results 2022

3 participating teams have contributed with **137** photos of cultural heritage monuments covering **50** distinct monuments as well as **204** photos of other points of interest.

Expectations 2023

10 participants to contribute with **400** photos of cultural heritage monuments covering **100** distinct monuments as well as **400** photos of other points of interest.

Like I said, they'll go on their bikes :)





**CONNECT
TO LEARN!**
შეუერთდი სწავლას!

Gamified photo contests: implementing a quest format

Thank you! CEE you around!

User: **Gikü**, Wikimedians of Romania
and Moldova User Group



- https://commons.wikimedia.org/wiki/File:Wikimedia_CEE_Meeting_2023_logo.svg CC BY SA 4.0
- https://commons.wikimedia.org/wiki/File:Wikimedia_CEE_Meeting_2023_slogan_logo_-_Connect_To_Learn!.svg CC BY SA 4.0
- https://commons.wikimedia.org/wiki/File:Wiki_Loves_Folklore_Logo.svg CC BY SA 4.0
- https://commons.wikimedia.org/wiki/File:WLE_Austria_Logo.svg CC BY SA 3.0 Austria
- https://commons.wikimedia.org/wiki/File:LUSITANA_WLM_2011_d.svg CC BY SA 3.0
- https://commons.wikimedia.org/wiki/File:Biserici_de_lemn_din_Hiriseni_si_Girbova_in_Muzeul_Satului.jpg CC BY SA 4.0
- [https://commons.wikimedia.org/wiki/File:MD.AN.Nicolaevca_-_Monument_la_morm%C3%A2ntul_ostac%C8%99ilor_%C8%99i_%C3%AEn_memoria_cons%C4%83tenilor_c%C4%83zu%C8%9Bi_%C3%AEn_r%C4%83zboi_\(1941-1945\)_-may_2022_-_07.jpg](https://commons.wikimedia.org/wiki/File:MD.AN.Nicolaevca_-_Monument_la_morm%C3%A2ntul_ostac%C8%99ilor_%C8%99i_%C3%AEn_memoria_cons%C4%83tenilor_c%C4%83zu%C8%9Bi_%C3%AEn_r%C4%83zboi_(1941-1945)_-may_2022_-_07.jpg) CC0 1.0 Universal Public Domain Dedication
- <https://www.facebook.com/photo.php?fbid=996987443646836&set=pb.100000067691974.-2207520000&type=3> CC BY SA 4.0
- https://commons.wikimedia.org/wiki/File:Casa_de_Cultur%C4%83_din_satul_Coste%C5%9Fti_01.jpg CC BY SA 4.0
- https://commons.wikimedia.org/wiki/File:Bike_quest.jpg CC BY SA 4.0