

WIKI **loves**
monuments

Wiki Loves Monuments 2019

Report - Participant Survey

Context

[Wiki Loves Monuments](#) (WLM) is an annual international photography contest held during the month of September, organised worldwide by [Wikimedia community](#) members and local [Wikimedia affiliates](#) across the globe. Participants take pictures of local historical monuments and heritage sites in their region, and upload them to [Wikimedia Commons](#). The aim of the event is to highlight the heritage sites of the participating countries with the goal to encourage people to capture pictures of these monuments, and to put them under a free licence which can then be re-used not only in Wikipedia but also everywhere by everyone. The first Wiki Loves Monuments contest was held in [2010 in the Netherlands](#) as a pilot project. The [next year](#) it spread to other countries in Europe and according to the Guinness World Records, the 2011 edition of the Wiki Loves Monuments broke the world record for the largest photography contest.

[In 2019, fifty countries](#) took part in the contest, and in most of the countries the contest ran between 1 and 30 September. The contest gathered more than [210K+ pictures](#) of cultural heritage objects. Top ten images from each participating country were considered for the international pool, and the [winners of the international contest](#) were announced in January 2020. In order to understand various experiences by participants of Wiki Loves Monuments 2019, what worked well, and what can be improved for the next year, two surveys were conducted by the International Team towards the end of the 2019 and during early 2020 - firstly, the participant survey, and secondly, the organiser survey.

The participant survey has been conducted in fourteen languages - Arabic, Brazilian Portuguese, Chinese (Traditional), Danish, English, French, Hebrew, Hindi, Italian, Persian, Romanian, Swedish, Thai and Ukrainian. The questions have been translated with the help of Wikimedia volunteers. While most of the responses, especially for open-ended questions were received in English, responses in non-English languages have also been translated to English, for the sake of consistency across the report.

Analysis & Considerations

Of the 1,538 responses received, only 1,507 have been considered for the analysis, according the following criteria; responses from countries that didn't participate in 2019 (Egypt, Jordan, Lebanon, Pakistan, and United Arab Emirates)^{[href](#)} were excluded, as were respondents who selected “I never participated” when asked “What was your first year of participation?” (Note: As the sample size of this survey was 21% of the actual number of participants, it was considered to substantial enough to represent the whole; the word “participants” has been used for “respondents”)

The analysis had been done in a comparative manner between participants who participated in WLM for the first time in 2019, and not for the first time in 2019 i.e. second, third, so on and so forth. This has been done to understand the experiences of first-time participants as compared to participants who have already gone through the processes at least once. In graphs, this has been indicated with “2019 = First” and “2019 ≠ First”, and in text, they have been referred to as “first-time participants” and “seasoned participants,” respectively. However, this hasn't been followed for countries, age, and aspects which are exclusive to the respective categories.

For open-ended questions, only responses which significantly stood out and would add value to this report have been added. However, all the responses are internally available, if required for later reference. Also, responses to “Other” are similar to the already listed options, the counts have been modified, wherever deemed appropriate. Also, open-ended responses to “Other” were merged with already listed options, if similar, the respective counts have been modified. For privacy reasons, open-ended responses have been - merged, edited, and broken down, to anonymize them as much as possible; if in case they were more sensitive, specifically targeting an individual or a group, they have been dropped off from this report.

Geo-charts have been plotted for experiences, and mean of valid of responses was used for plotting. Further considerations to read these charts have been detailed at those set of slides. All graphs have their respective data presented as appendices towards the end of the report, and the same also have been linked from each slide, at the bottom left corner. At the top right corner of each slide, you may find N=x, which indicates the number of respondents to a particular question; NF indicates first-time participants, and NS indicates seasoned participants. The survey, data and statistical analysis were conducted using Qualtrics and Google Sheets.

Summary

The survey was made available in fourteen languages, including in English. Participants of the survey represented 48 of the 50 countries that took part in WLM 2019. Of the ~7.2K participants of the contest, 1.5K responded to the survey, which was about 21% response rate. 766 (51%) of the respondents participated in WLM for the first time in 2019, and 741 (49%) were seasoned participants from previous years. About 60% of the respondents fall in the age bracket of 25-54. Majority of the awareness regarding the contest had been through the Central-Notice banners across Wikimedia projects, followed by social media posts.

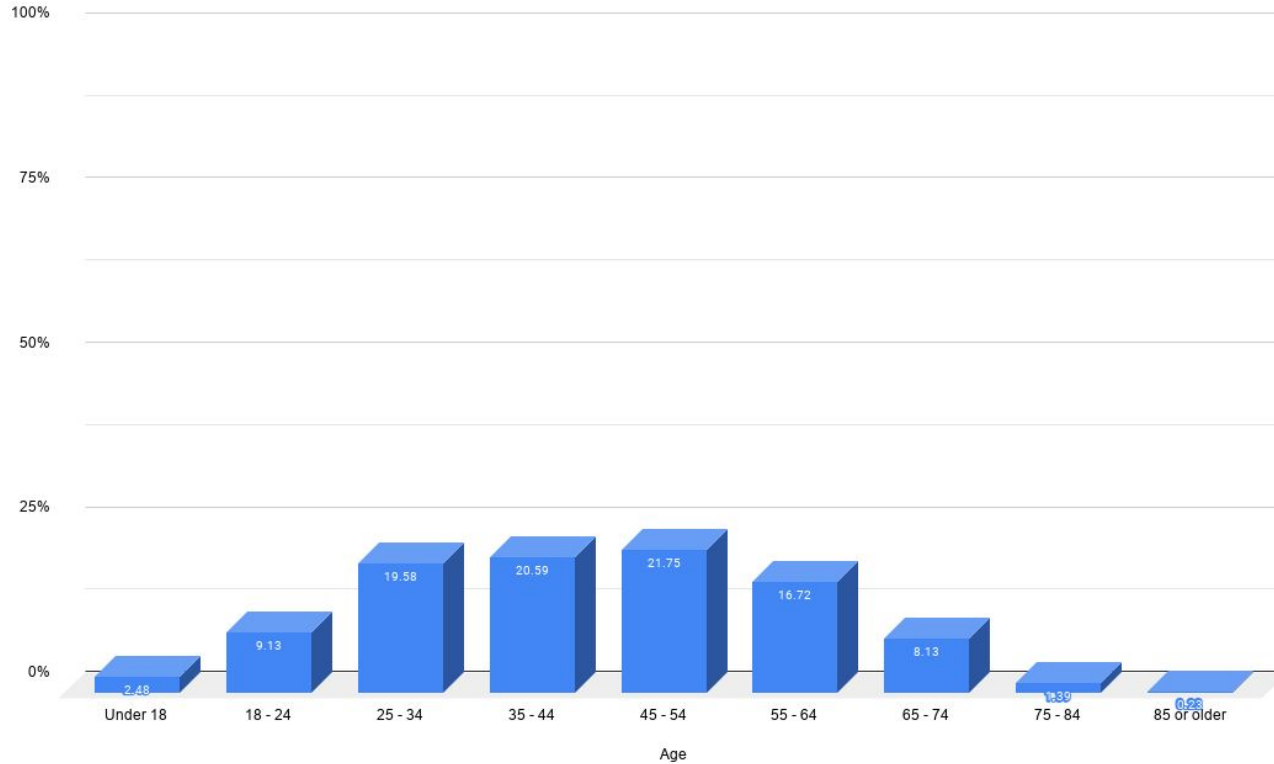
It has been observed that seasoned participants tend to contribute a higher number of images as compared to first-time participants, and motivations to participate - “to share local heritage with others” “to help Wikipedia” and “share their work,” form 60% of the total. While finding out general information about the contest, lists of monuments, uploading a photograph, had been easy for majority of the participants, finding monuments’ identifier had been comparatively harder, and was reported to be hardest of all processes. 75% of all participants did not face any problems.

While 75% of the seasoned participants claimed to contribute to Wikimedia Commons irrespective of WLM, 72% of the first-time participants have only contributed to Wikimedia projects for the first time through WLM. For 44% of the participants, participating in WLM was a quite good experience, and for 37% it was neutral. For 60% of the seasoned participants, it was a neutral experience as compared to previous years, and for 34% it was comparatively good. At least 60% of the participants have reported to definitely participate in further years of the contest, and also would recommend it others. About 59% of the first-time participants were planning to continue contributing to Wikimedia projects.

In which country did you (primarily) participate in Wiki Loves Monuments in 2019?

| # | Country | Number of respondents | # | Country | Number of respondents | # | Country | Number of respondents |
|----|------------|-----------------------|----|-------------|-----------------------|-------|--------------------------|-----------------------|
| 1 | Albania | 3 | 17 | Ghana | 2 | 33 | Portugal | 20 |
| 2 | Algeria | 11 | 18 | Greece | 23 | 34 | Romania | 20 |
| 3 | Armenia | 20 | 19 | India | 102 | 35 | Russia | 90 |
| 4 | Australia | 17 | 20 | Iran | 12 | 36 | Slovakia | 9 |
| 5 | Austria | 8 | 21 | Ireland | 20 | 37 | Slovenia | 16 |
| 6 | Azerbaijan | 4 | 22 | Italy | 157 | 38 | South Korea | 14 |
| 7 | Bangladesh | 31 | 23 | Kosovo | 1 | 39 | Spain | 32 |
| 8 | Benin | 6 | 24 | Malaysia | 2 | 40 | Sweden | 22 |
| 9 | Bolivia | 2 | 25 | Malta | 6 | 41 | Switzerland | 29 |
| 10 | Brazil | 39 | 26 | Morocco | 13 | 42 | Taiwan | 22 |
| 11 | Canada | 26 | 27 | Nepal | 12 | 43 | Thailand | 8 |
| 12 | Croatia | 7 | 28 | Nigeria | 10 | 44 | Uganda | 7 |
| 13 | Denmark | 9 | 29 | Norway | 9 | 45 | Ukraine | 91 |
| 14 | Finland | 16 | 30 | Peru | 12 | 46 | United Kingdom | 74 |
| 15 | France | 71 | 31 | Philippines | 11 | 47 | United States of America | 93 |
| 16 | Germany | 128 | 32 | Poland | 29 | Total | | 1366 |

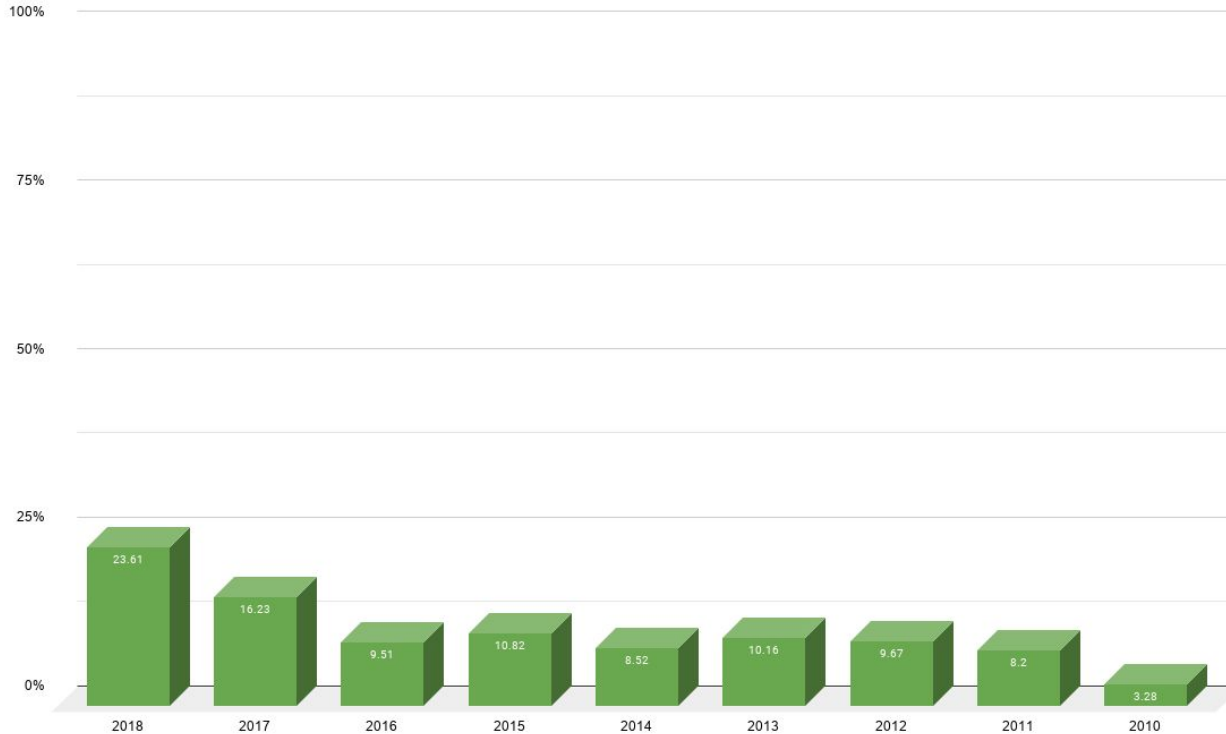
What is your age?



Comparing with the latest [WMF Community Insights Survey](#), a WLM participant seem to be older than an average Wikimedian. 70% of the respondents to the Community Insights Survey were under the age of 35, whereas for WLM it was just about 30% and more 40% belong to 35-54 bracket.

What was your first year of participation in Wiki Loves Monuments?

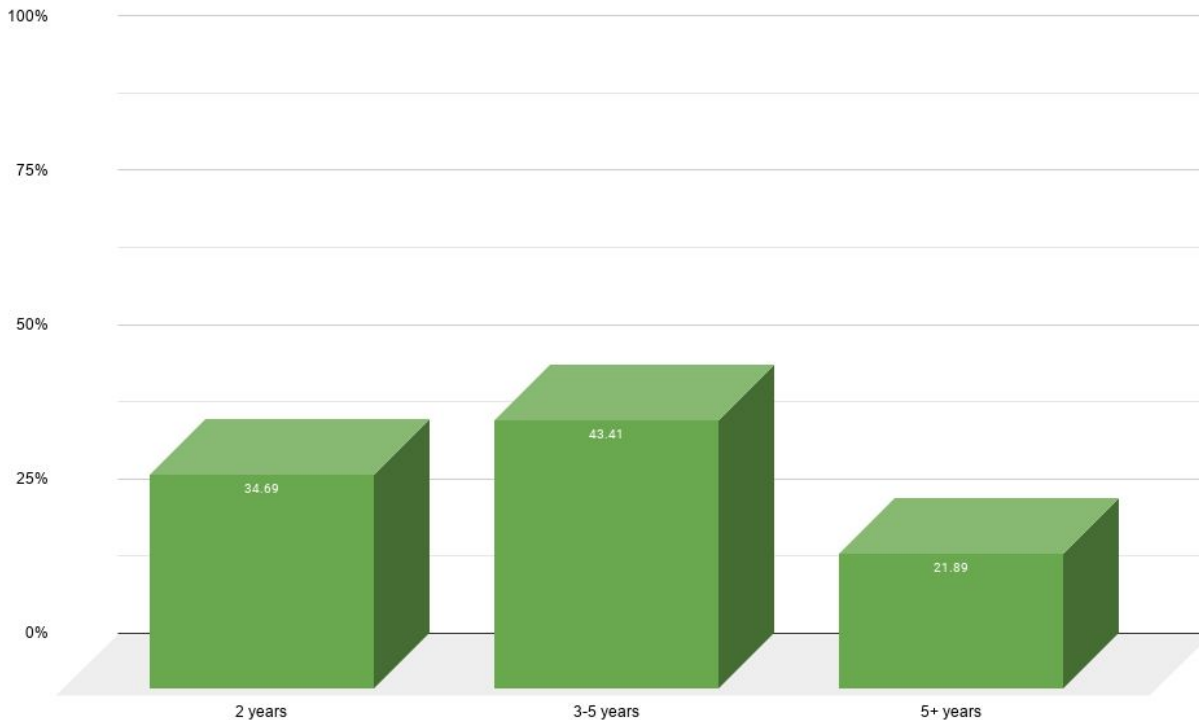
(This question was asked to seasoned participants only.)



~40% of the participants from 2019 participated for the first time in 2018 and 2017 editions of the competition and, retained for 2019, compared to 20% from 2016 and 2015. This demonstrates higher retention rate of participants from immediate previous iterations of the contest.

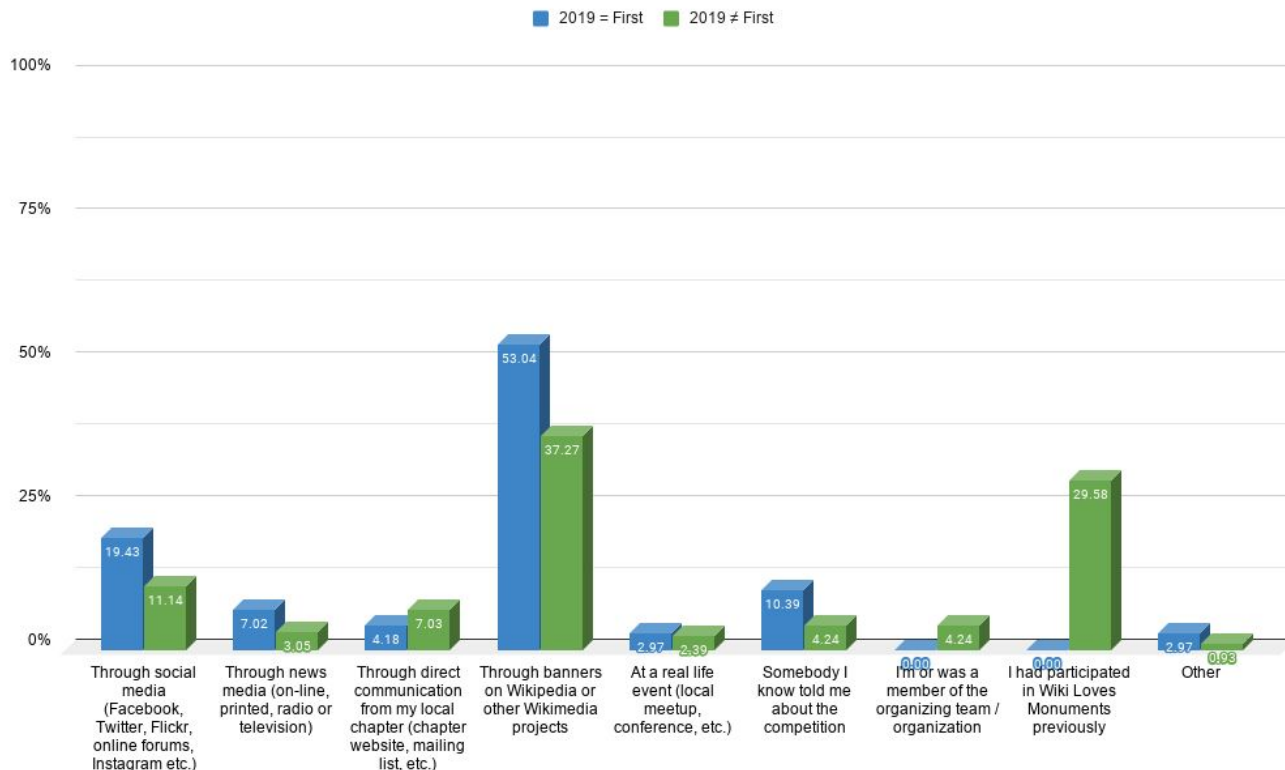
How many years did you participate in Wiki Loves Monuments including 2019?

(This question was asked to seasoned participants only.)



~65% of the participants have participated in at least three previous iterations of the contest, and at least ~20% have participated in five previous iterations.

How did you come to know of Wiki Loves Monuments 2019?



While both, new and seasoned participants came to know of the contest through the Central-Notice across Wikimedia projects, second-most substantial channel for seasoned participants (~30%) was because of prior participation, and whereas for first-time participants (~20%) it was through social media.

How did you come to know of Wiki Loves Monuments 2019? [other]

A photo I uploaded was flagged by another user as eligible for WLM.

Google search*

At the Smithsonian museum.

At work, an email was received at the school I work at.

From a website about contests.

Newsletter Comune di Milano.

From a photography club newsletter.¹

My municipality participated for the first time and I discovered the contest.²

At work, from a letter from the Department of Culture and Tourism of the Lviv Regional State Administration.³

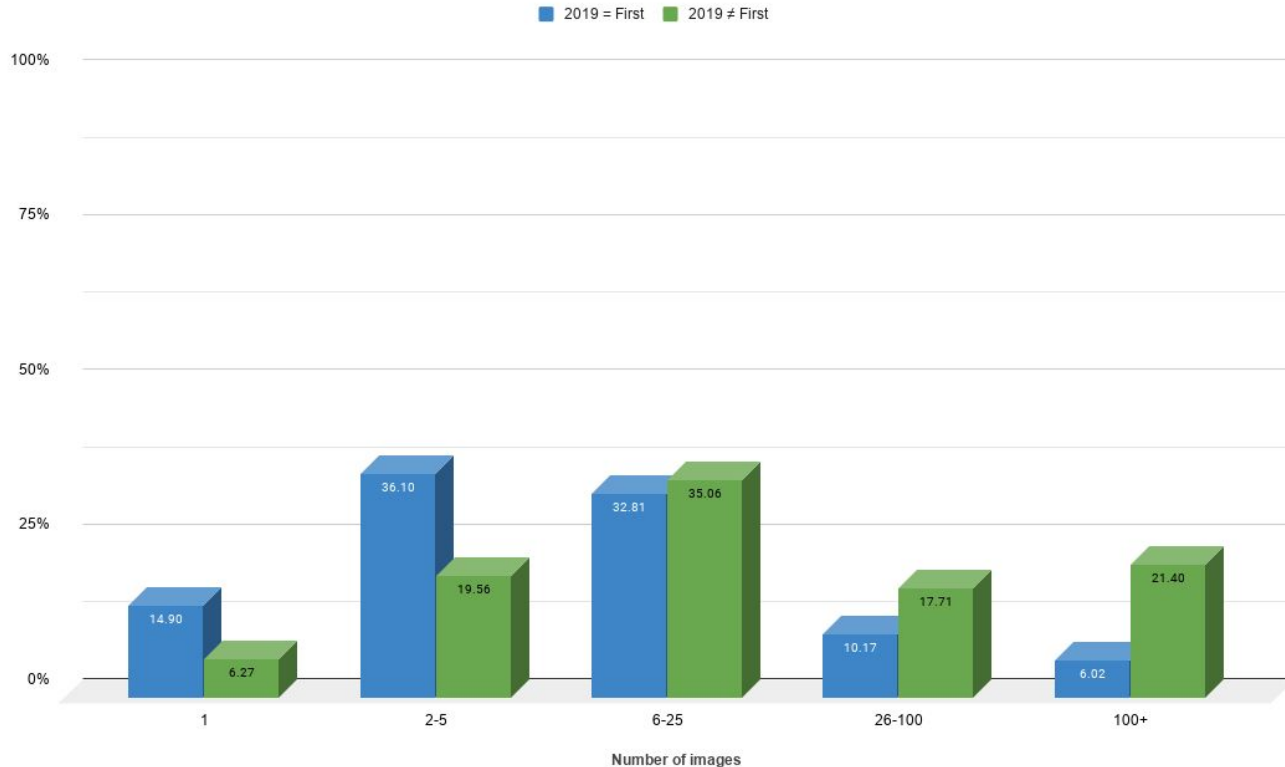
¹ translated from Traditional Chinese

² translated from Italian

³ translated from Ukrainian

* reported six times

How many photographs did you contribute to Wiki Loves Monuments 2019?



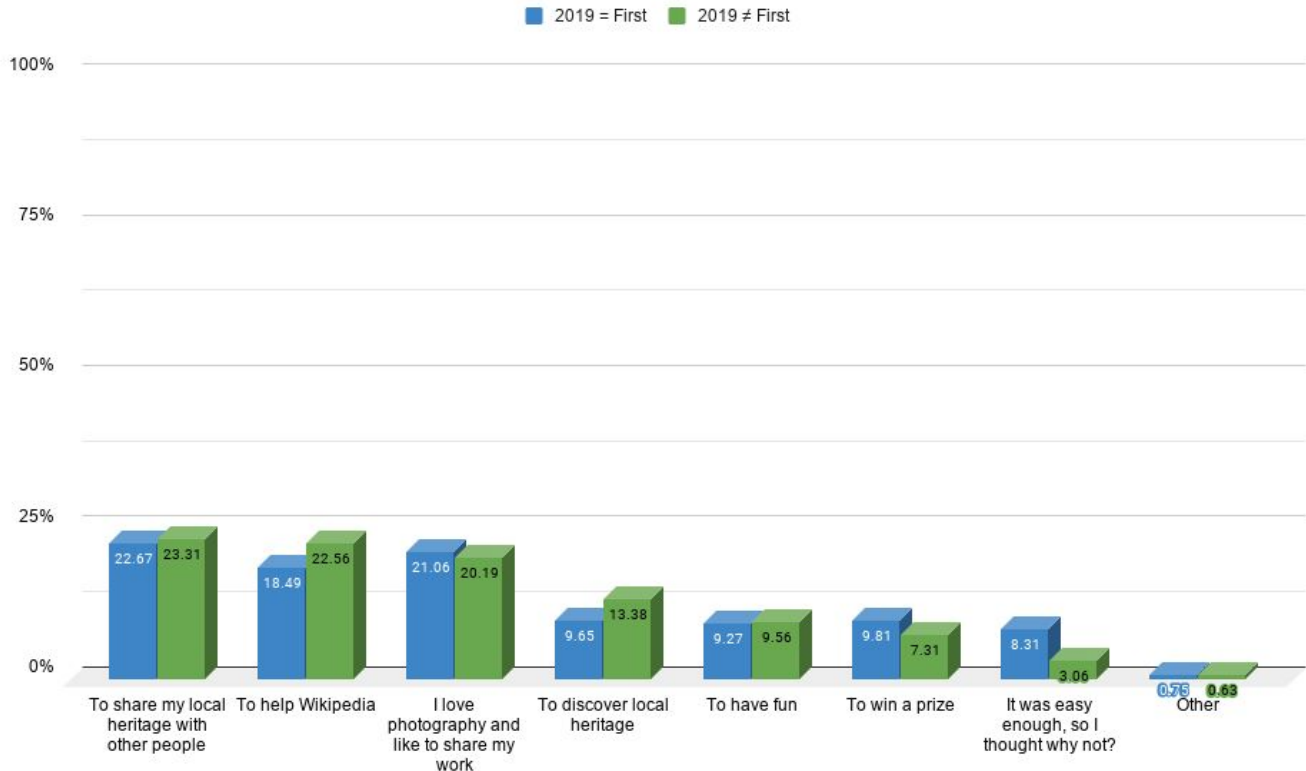
While majority of the first-time participants (~36%) contributed between 2-5 images towards the contest, majority of the seasoned participants (~35%) contributed between 6-25 images. Percentage of seasoned participants who contributed 100+ images stands substantially higher than that of first-time participants. This demonstrates that seasoned participants contribute more number of images, as compared to first-time participants.

What were your motivations to upload images to Wiki Loves Monuments?

NF=1866

NS=1600

(multiple-answer
multiple choice)



Interestingly, levels of various motivations for the participating in the contest, were quite similar for both new and seasoned participants. Also, winning a prize was not a major motivating factor for many, only for 10% it was.

What were your motivations to upload images to Wiki Loves Monuments? [other]

A fun home school project learning about local history and geography.

Practice for architectural photography.

To help protect a beautiful castle from nearby constructions.

The photo on Wikipedia of the monument was horrible.

To practice my photography skills.

To test contributing to Wikipedia.¹

I am very happy that my uploads have a banner that "This image was uploaded as part of Wiki Loves Monuments 2019."

To draw attention to the state of preservation of monuments in your region.²

I was using it as a cover to to something else, I needed to appear that I had a purpose for travelling on those dates.

To help WikiProject National Register of Historic Places.

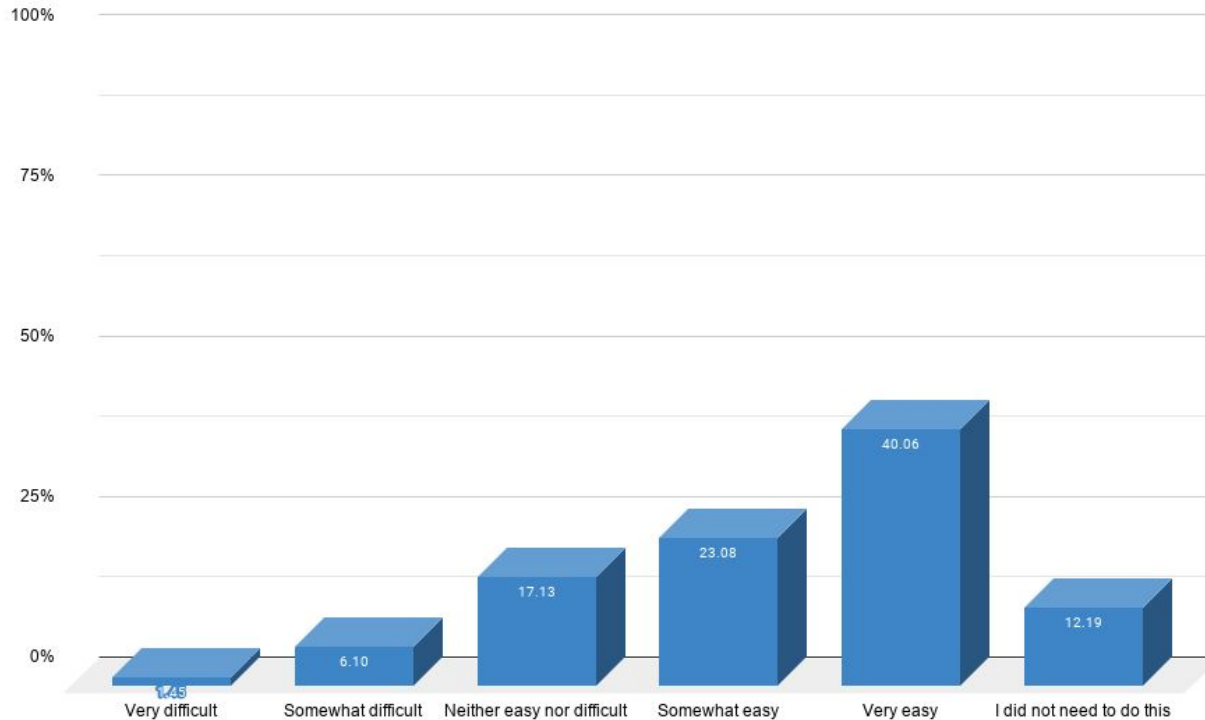
¹ translated from French

² translated from Ukrainian

How was your journey with the following process of Wiki Loves Monuments?

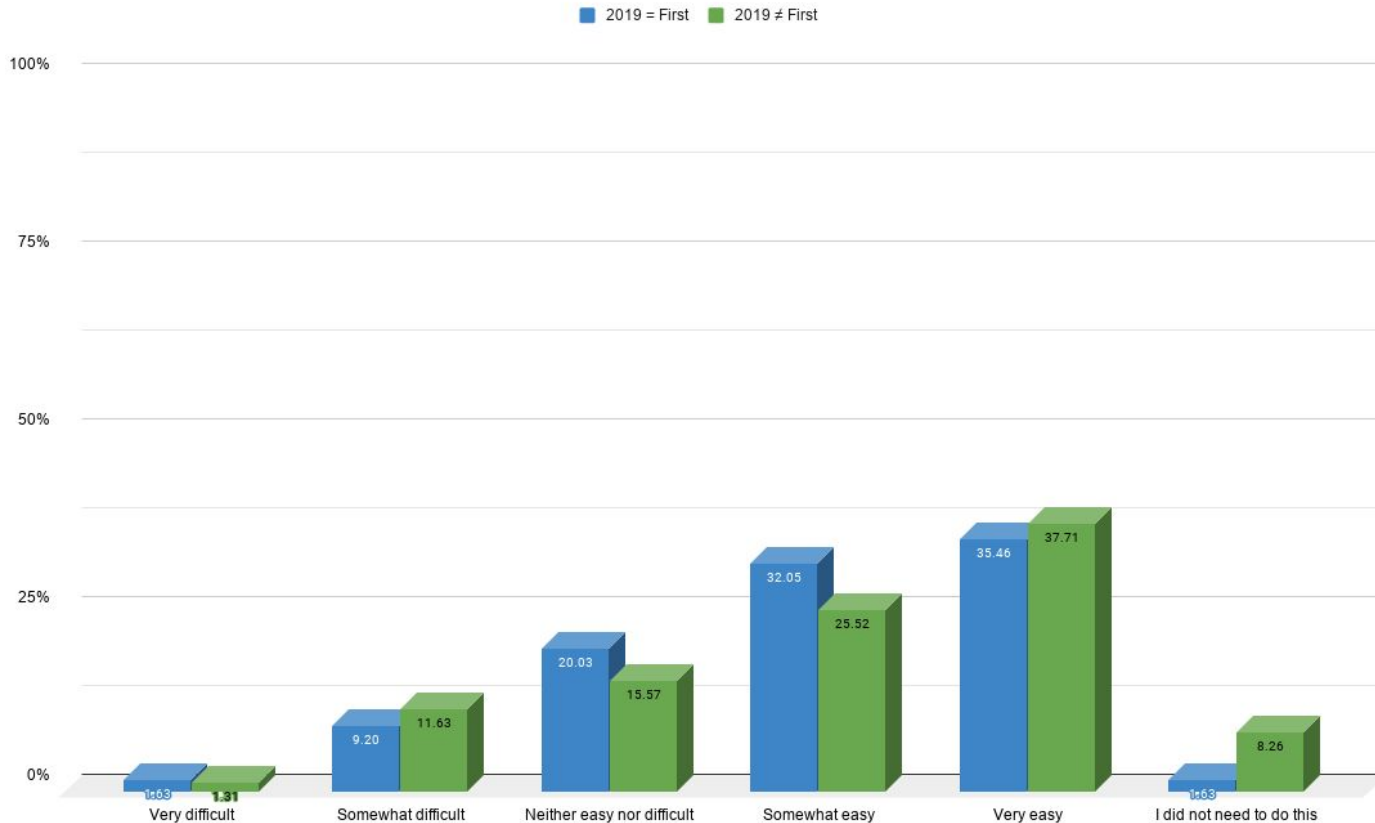
Creating an account

(This question was asked to first-time participants only.)

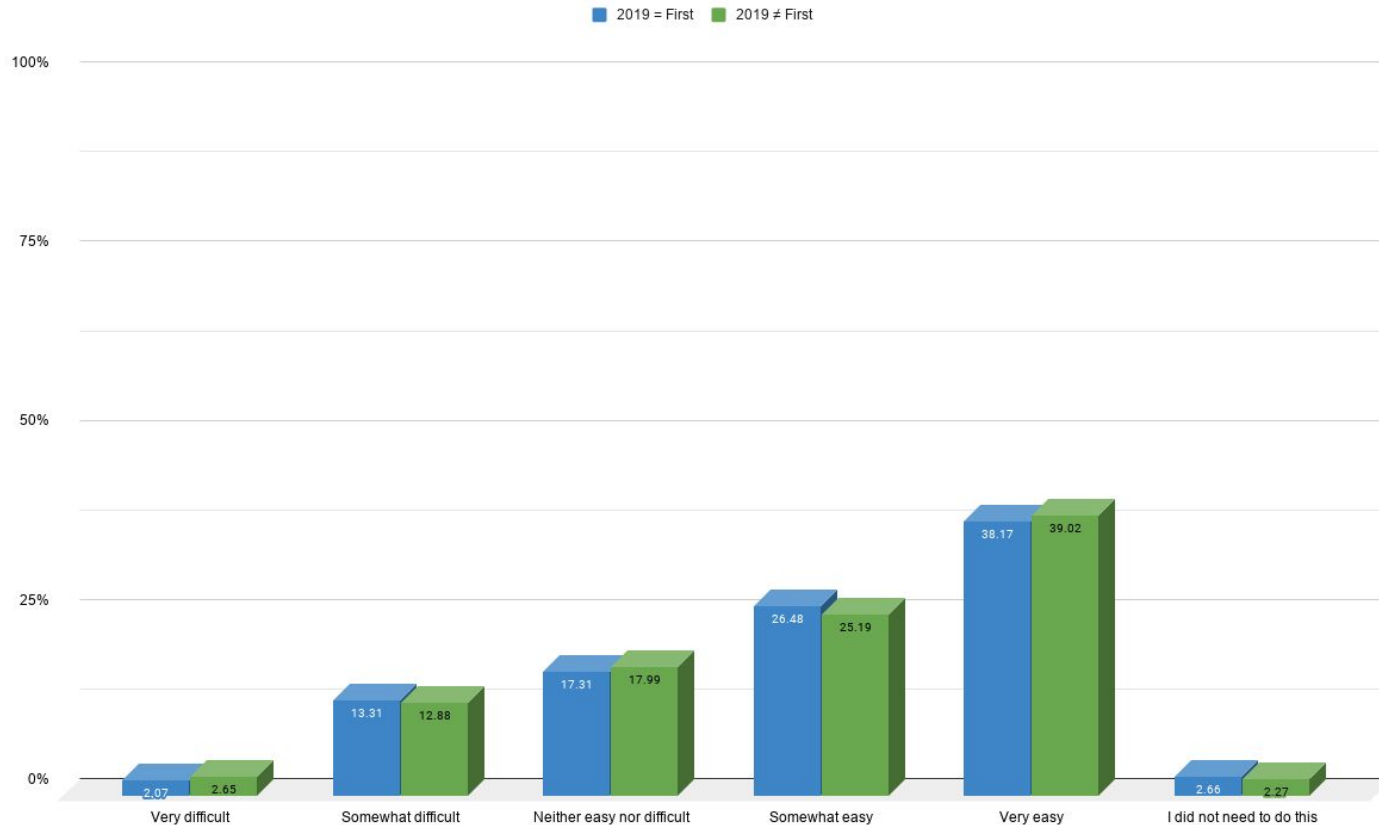


Majority of the first-participants (~60%) found the account creation process on Wikimedia easy. ~12% of the participants mentioned that they did not need to create an account, which means that these users have been contributing to Wikimedia projects, but participated in WLM for the first time in 2019. In other words, ~88% of the new (first-time) participants were new users for Wikimedia as well.

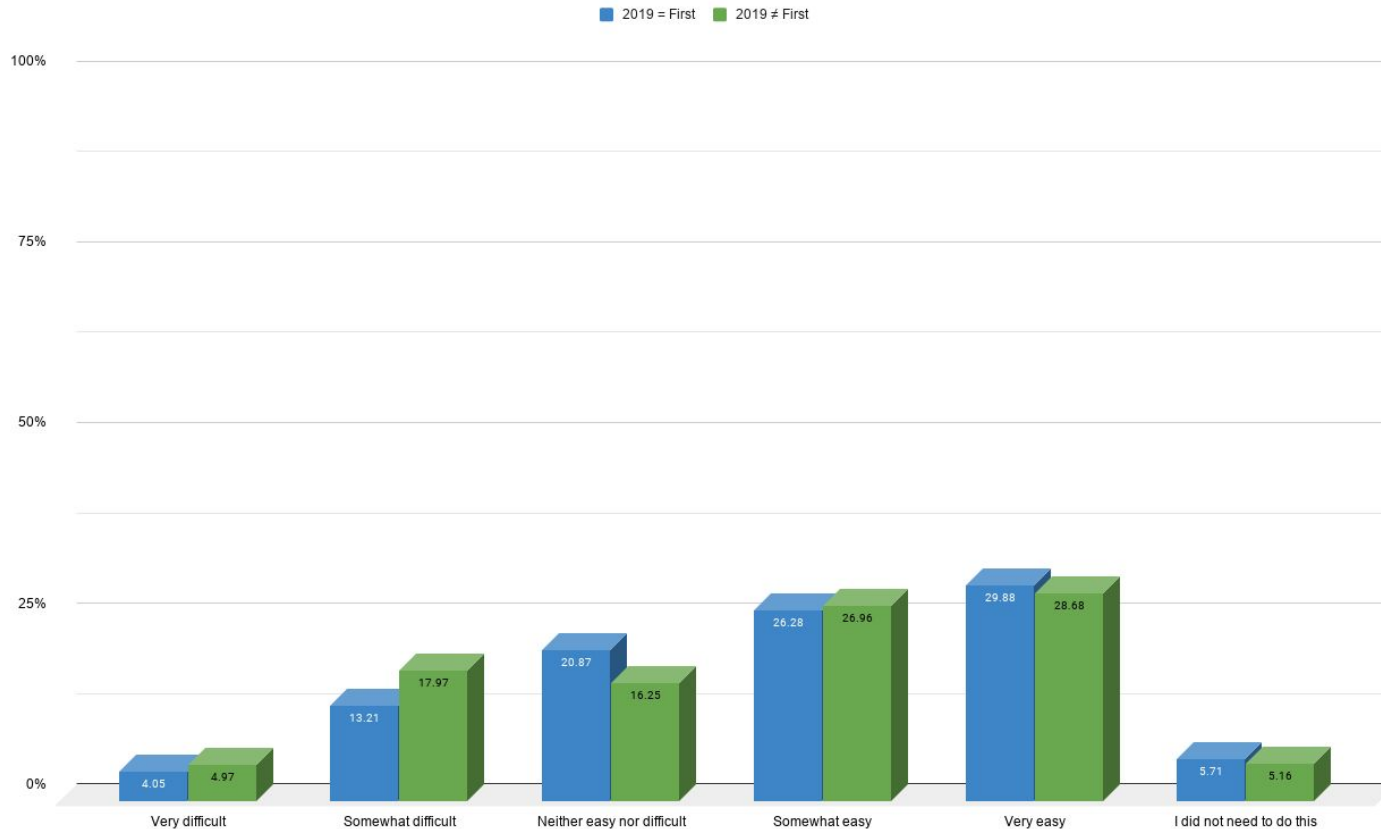
How was your journey with the following process of Wiki Loves Monuments? Finding out general information about the contest



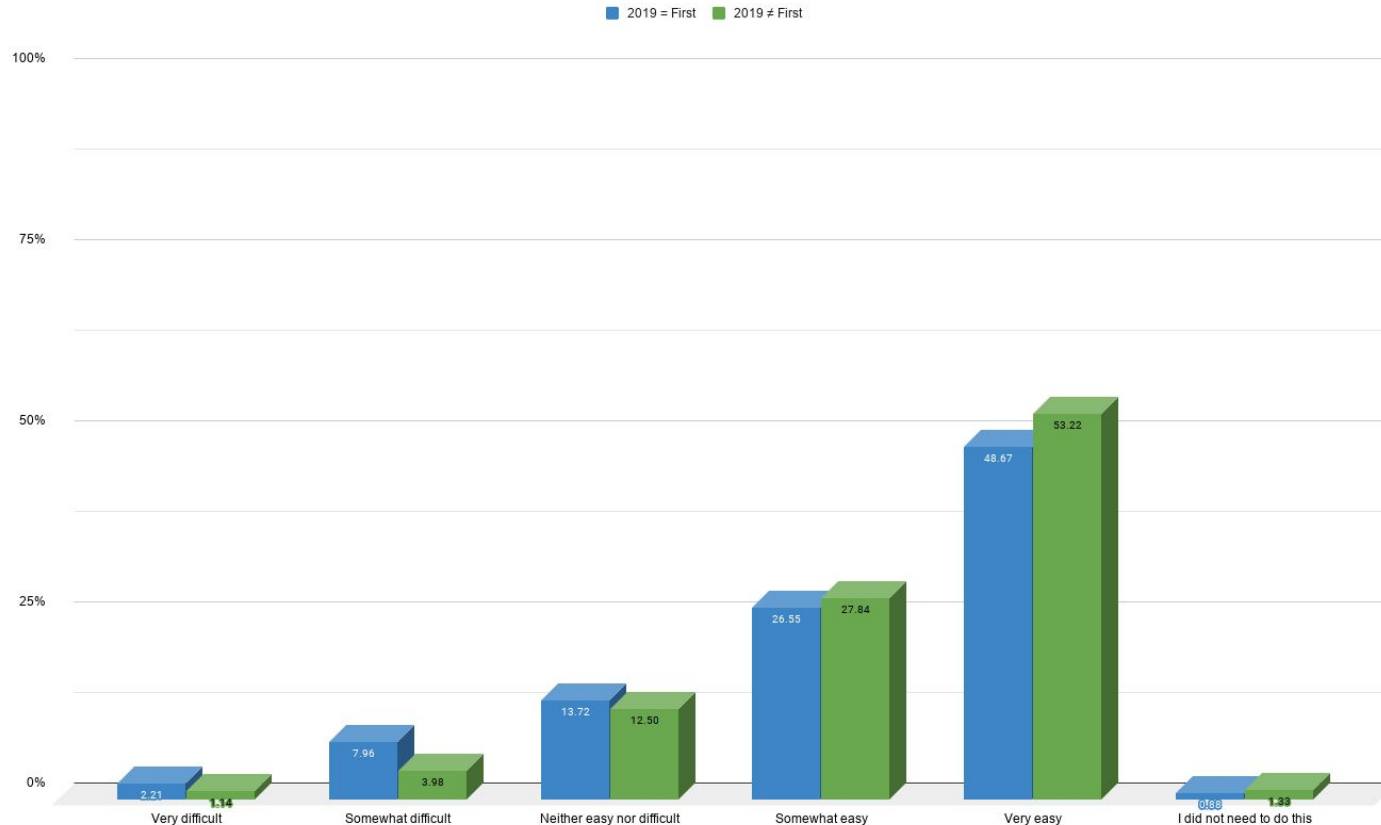
How was your journey with the following process of Wiki Loves Monuments? *Finding the lists of monuments for the areas you were interested in*



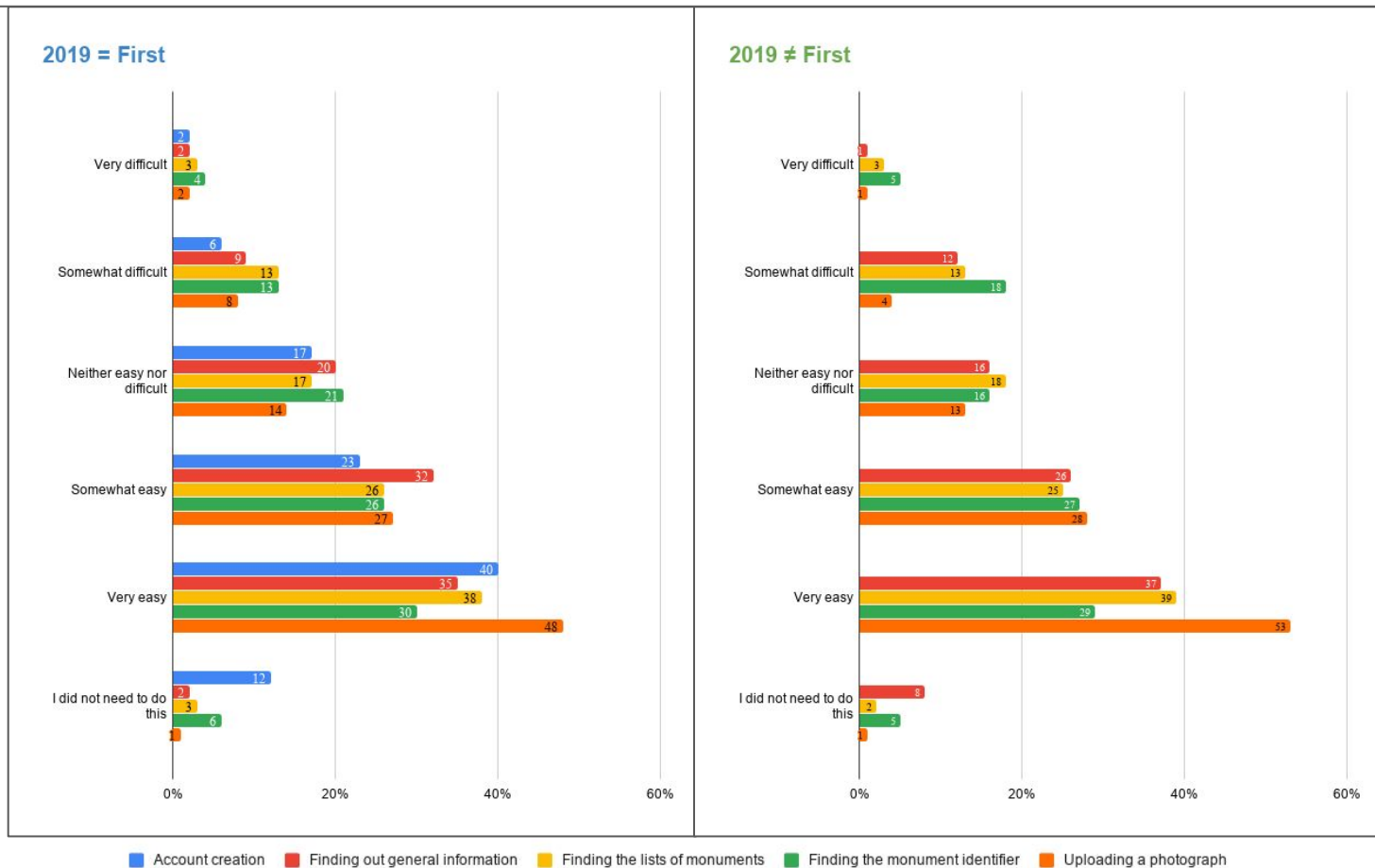
How was your journey with the following process of Wiki Loves Monuments? *Finding the monument identifier number for the monuments you were interested in*



How was your journey with the following process of Wiki Loves Monuments? Uploading a photograph

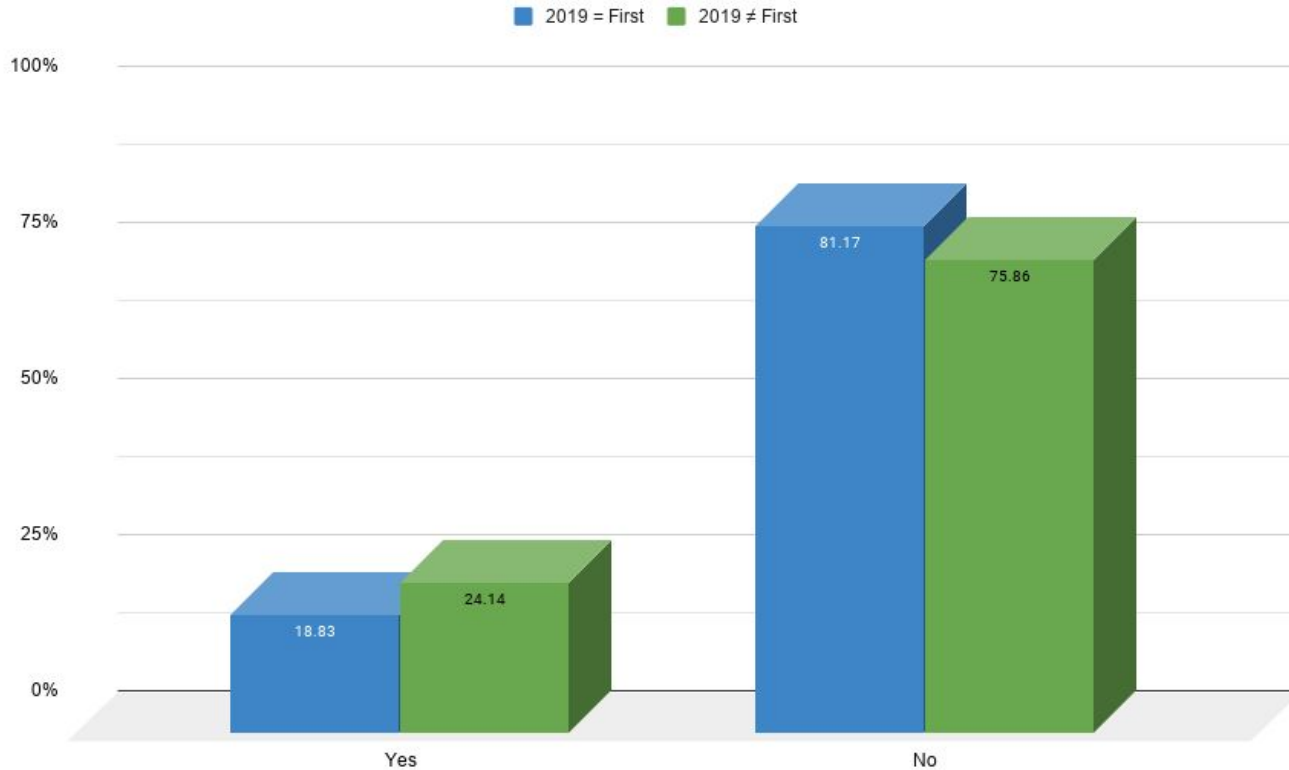


How was your journey with the following process of Wiki Loves Monuments? - Summary



While most the processes were easy for a decent percentage of participants, in both first-time and seasoned categories, it can be noted that participants who might have found them difficult, especially very difficult, which was also a considerable percentage, might not have participated eventually or had a successful upload.

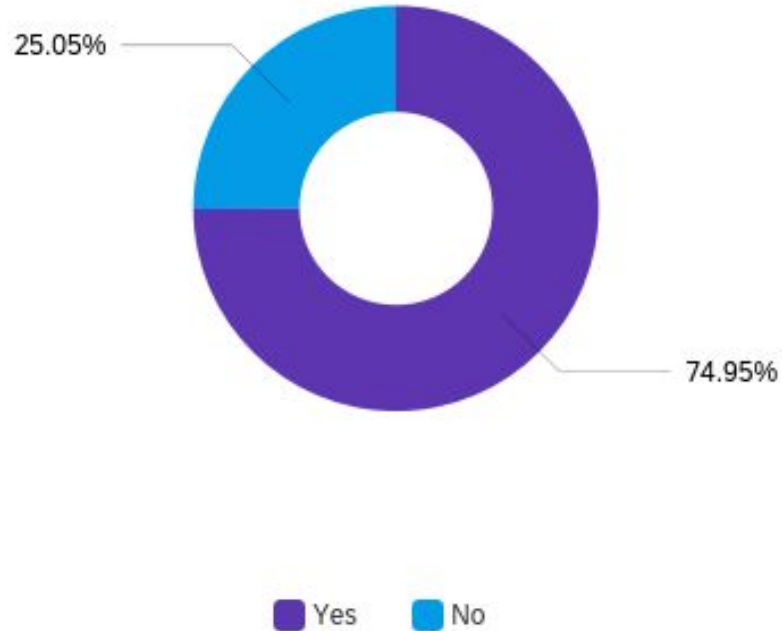
Did you participate in any real life events, such as photo-walks?



While participation of seasoned participants in real life events related to WLM, such as photo-walks, was slightly higher than that of first-time participants, the difference is not substantially high. Also, 70-80% of the participants did not actually take part any in such event.

Do you contribute to Wikimedia Commons outside Wiki Loves Monuments?

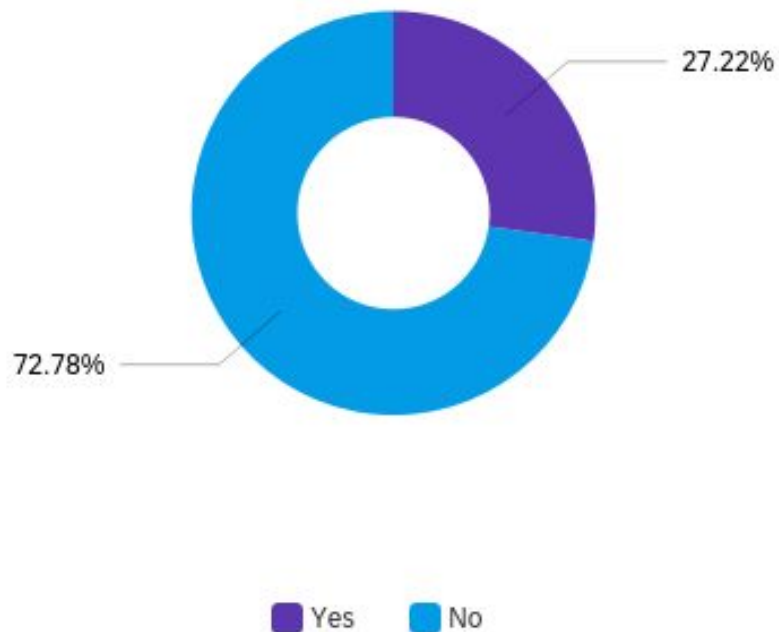
(This question was asked to seasoned participants only.)



Majority of them (~75%) contribute to Wikimedia Commons irrespective of WLM, 25% only contribute when it is for WLM.

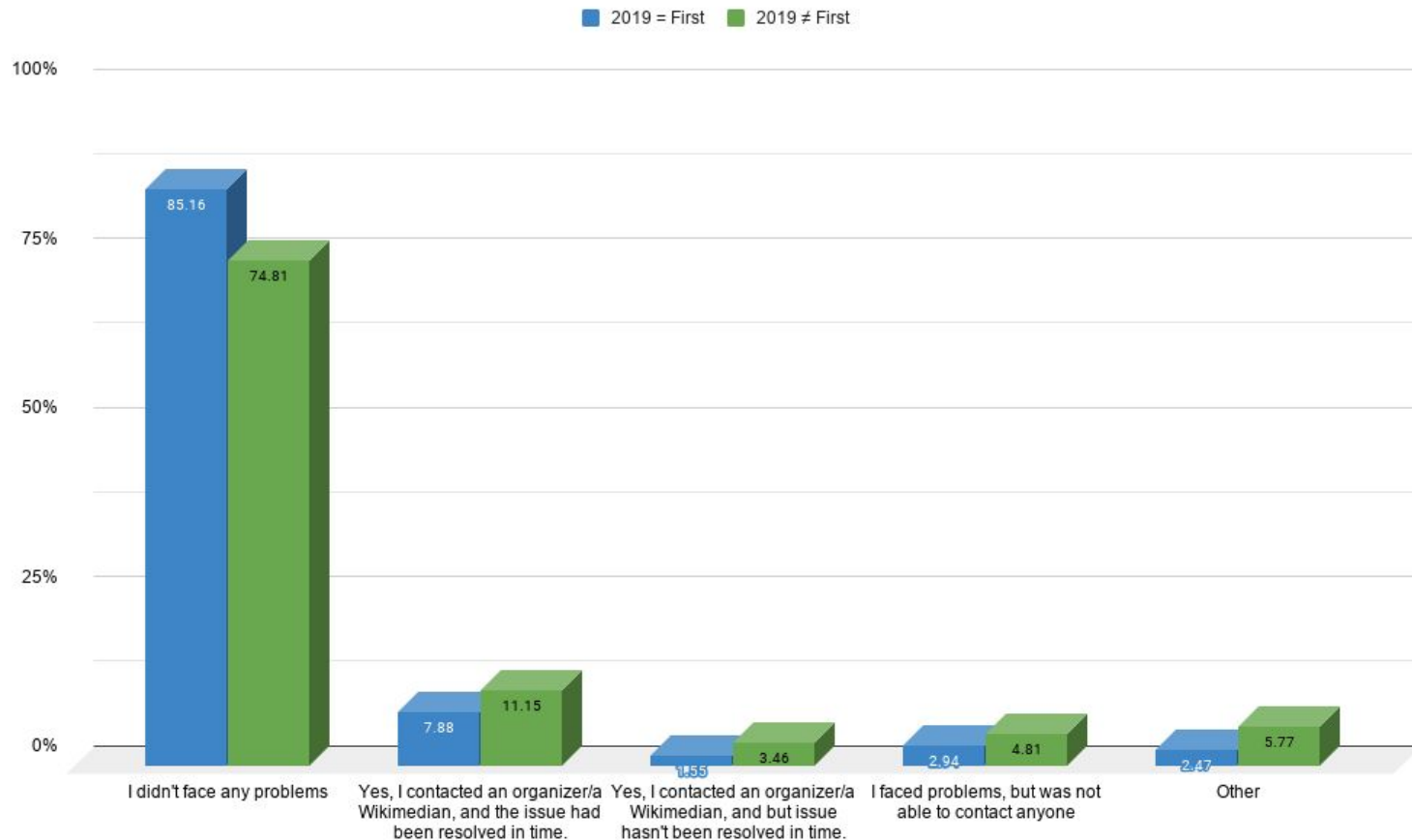
Did you contribute to any Wikimedia projects before your first Wiki Loves Monuments participation?

(This question was asked to first-time participants only.)



This indicates the impact of WLM in bringing new volunteers to Wikimedia projects. ~70% of the first-time participants have started contributing to Wikimedia projects with WLM, for the first time.

Did you contact any organizer or a Wikimedian if you had faced any problems?



How did you come to know of Wiki Loves Monuments 2019? *[other]*

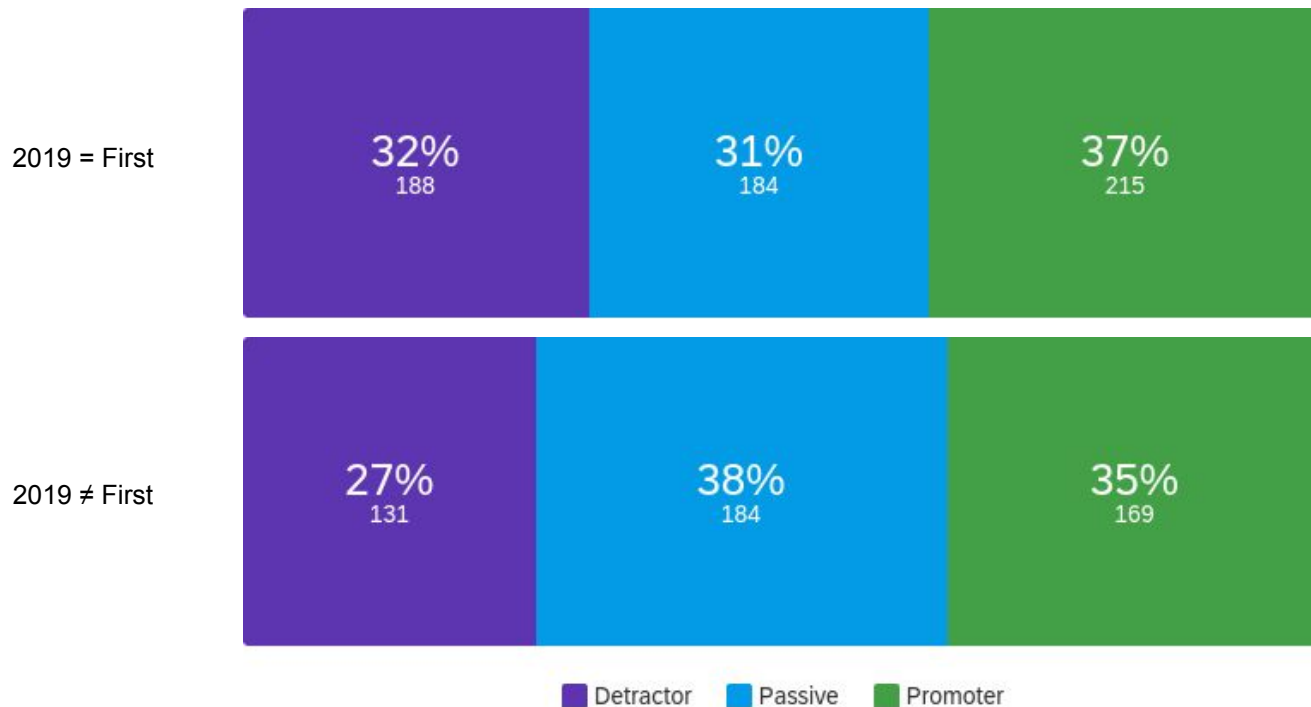
I faced problems, but did not contact anyone.¹

I did not have time to contact the organisers to resolve queries/problems.²

I faced problems, but figured them out myself.³

¹ reported seven times
² reported twice
³ reported nine times

If you used the national contest website (landing page) of your country, how helpful was it?



The participants were asked rate the experience on a scale of 1 to 10.

The Net Promoter Score (NPS) has been classified as following; 0-6=detractor, 7-8=passive, 9-10=promoter;

passive and promoter scores can be considered as good scores, that is about 68% for first-time and 72% for seasoned participants.

How was your overall experience with Wiki Loves Monuments 2019?



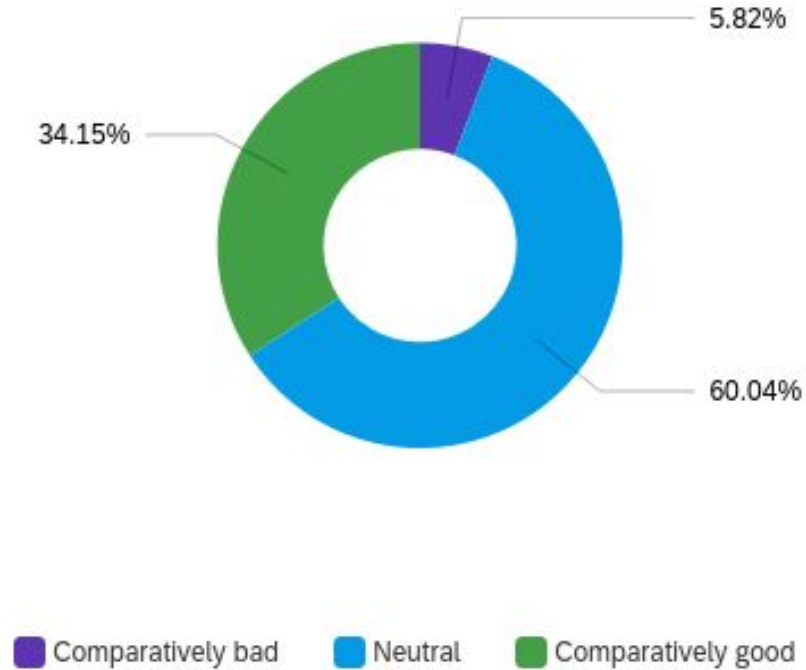
The participants were asked rate the experience on a scale of 1 to 10.

The Net Promoter Score (NPS) has been classified as following; 0-6=detractor, 7-8=passive, 9-10=promoter;

passive and promoter scores can be considered as good scores, that is about 82% for first-time and 81% for seasoned participants.

How was your experience compared to previous years?

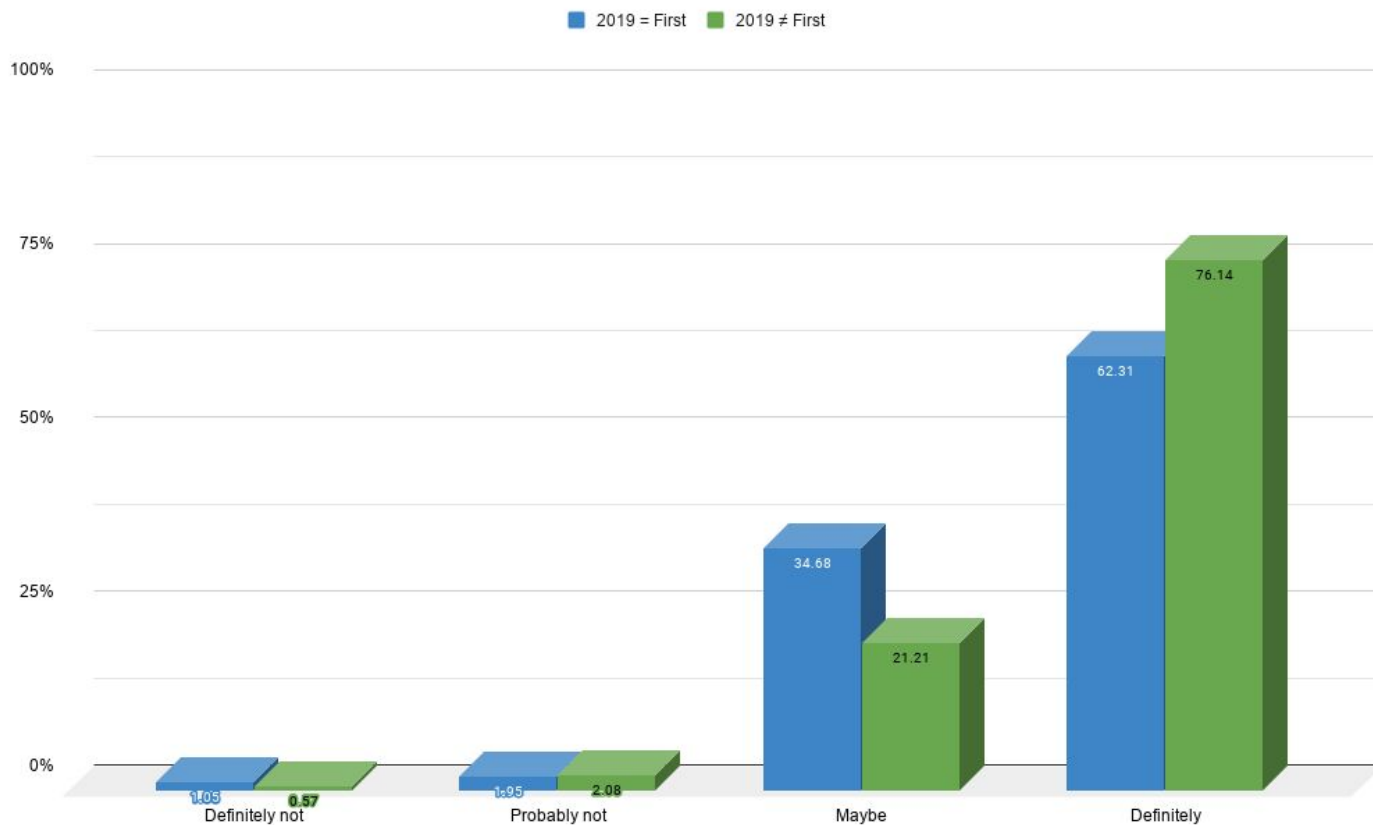
(This question was asked to seasoned participants only.)



While it was a comparatively neutral experience for about two-thirds of the participants, one-third has a comparatively good experience, and that indicates improvement.

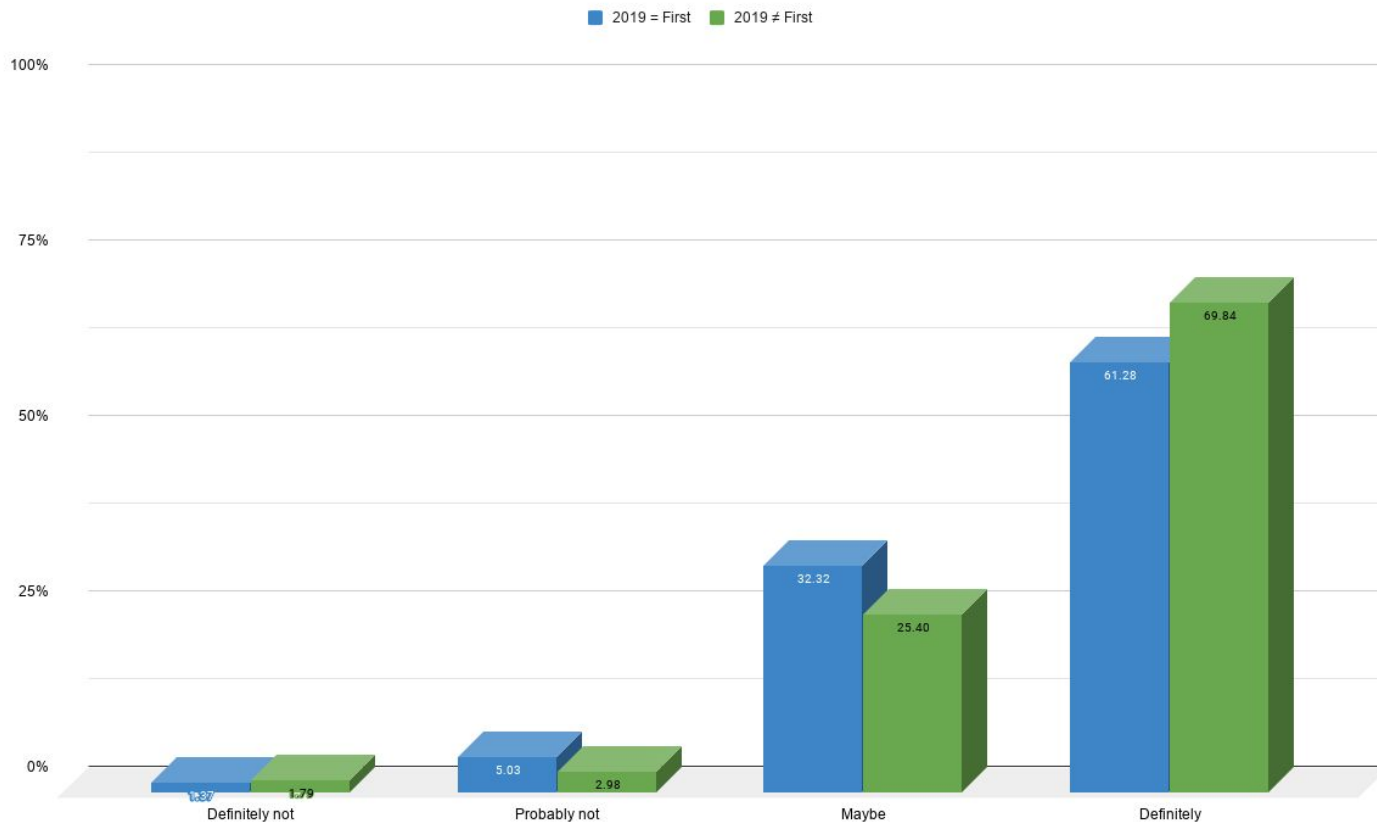
In the future ...

Are you planning to participate again in Wiki Loves Monuments?



In the future ...

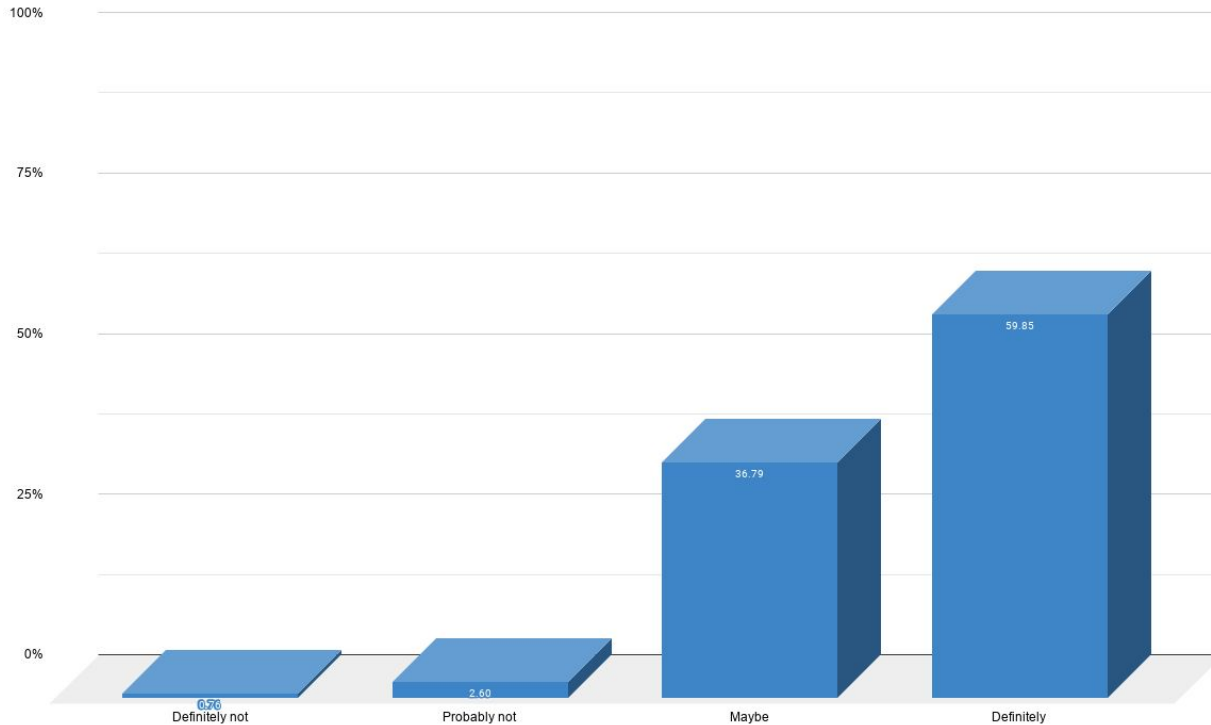
Would you recommend participating in Wiki Loves Monuments to your friends?



In the future ...

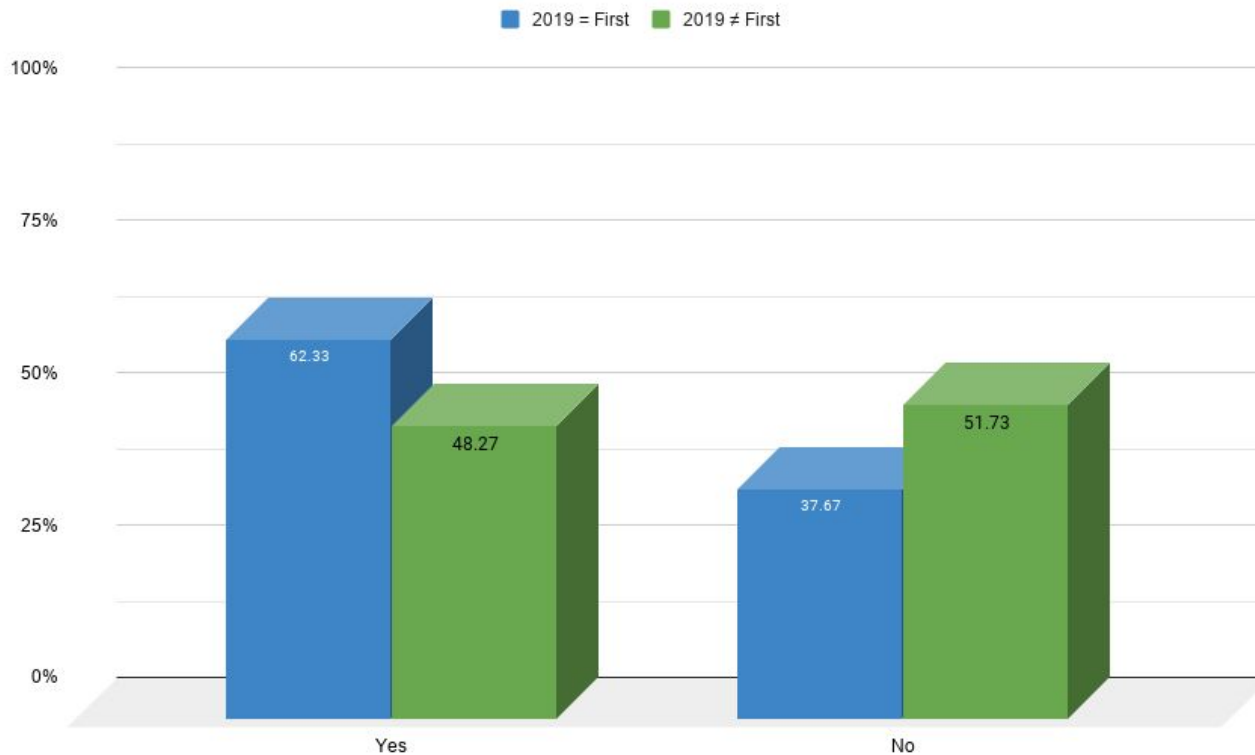
Are you planning to continue contributing to Wikimedia projects further?

(This question was asked to first-time participants only.)



~60% were planning to further contribute to Wikimedia projects.

Wiki Loves Monuments is an international contest, individually organised at country-level by national organisers. Would you like the international team get in touch with you to organise further iterations of the contest in your country?



This question had been asked to collect details of people who would be interested to help in organising further iterations of WLM, if the need be. Interestingly, first-time participants have shown more interest in this aspect, compared to seasoned participants.

Geo-charts

Geo-charts have been plotted for experiences, i.e. for five processes of participating in WLM (creating an account, finding -general information -monuments list -monument identifier, and uploading a photograph), experience with the landing page, and overall experience with the contest. The data was plotted for all participants, and doesn't differentiate between first-time and seasoned participants. Only countries with at least five valid responses to a particular question were considered for plotting.

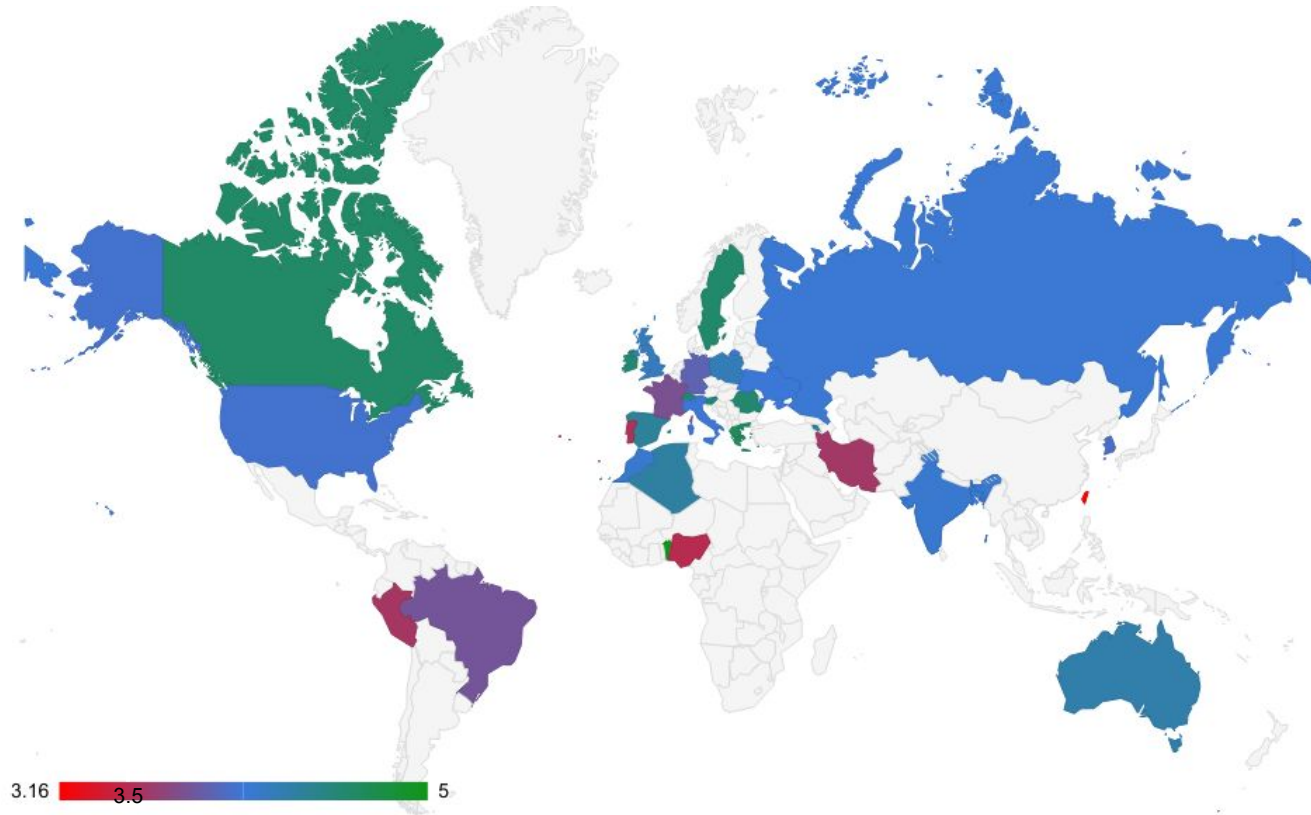
For processes:

- The text-based scale of difficulty was replaced with numerical (very difficult - 1, somewhat difficult - 2, neither easy nor difficult - 3, somewhat easy - 4, very easy - 5), and the national average for each country was considered for plotting. "I did not need to do this" was not considered. The least (red-colored) and the highest (green-colored) averages have been used for either ends of the scale.
- Countries with an average of or above 3.5 on any scale can be considered good score, and it indicates that particular process was easy for participants of the country. Though this data is not directly presented on the charts, it has been marked on the scales, and the respective color can be observed.

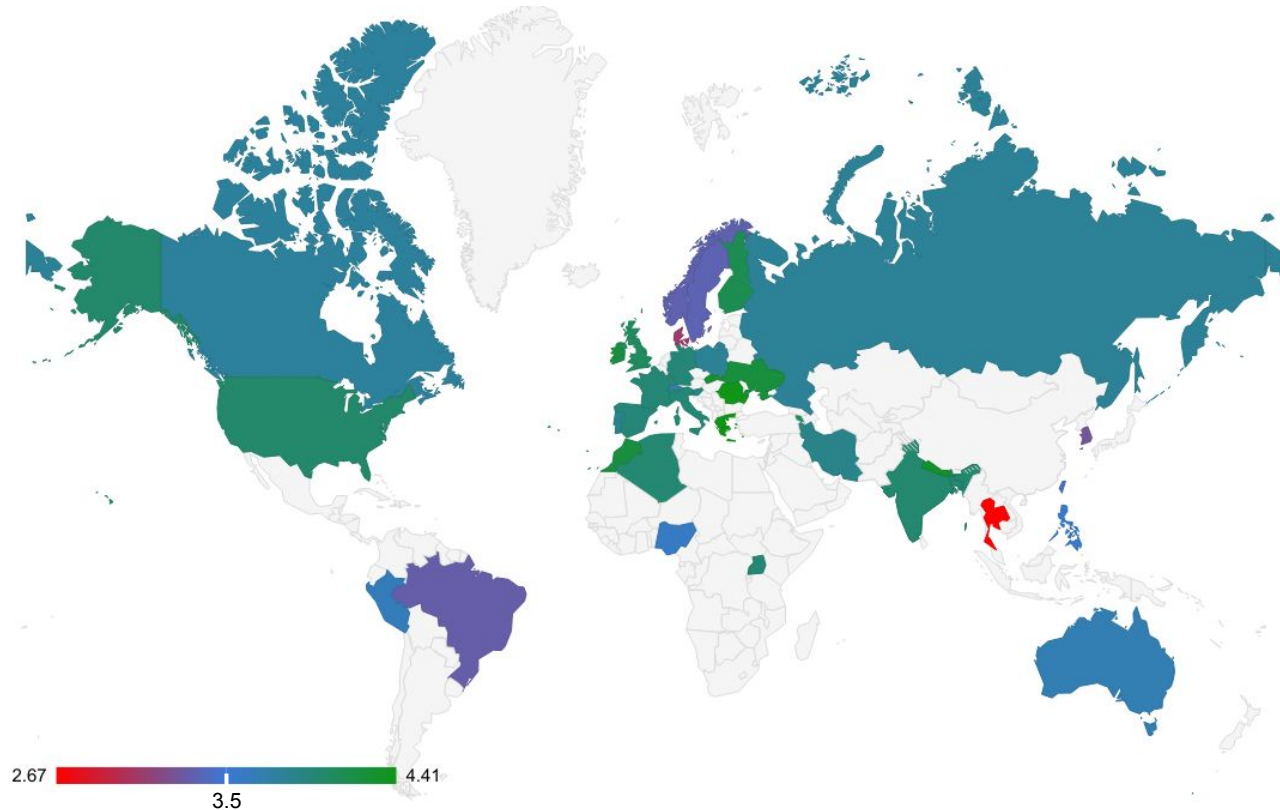
For experiences (landing page and overall):

- Participants were asked to score on a scale of 1 to 10, and the national average for each country was considered for plotting. The least (red-colored) and the highest (green-colored) averages have been used for either ends of the scale.
- Countries with an average of or above 6.5 on any scale can be considered good score, as they fall under the passive and promoter categories of Net Promoter Score. It means that participants had a good experience on average, in such cases. Though this data is not directly presented on the charts, it has been marked on the scales, and the respective color can be observed.

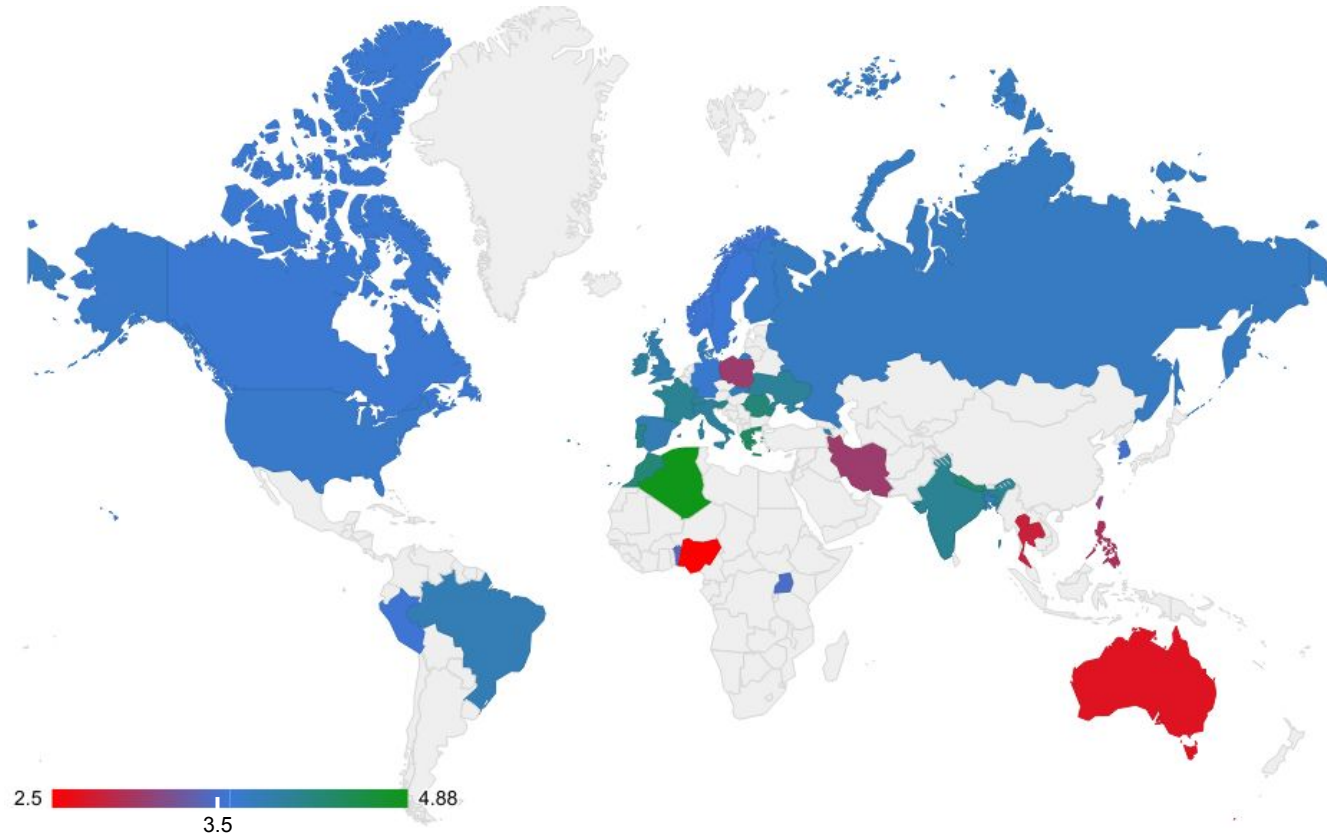
How was your journey with the following process of Wiki Loves Monuments? Creating an account



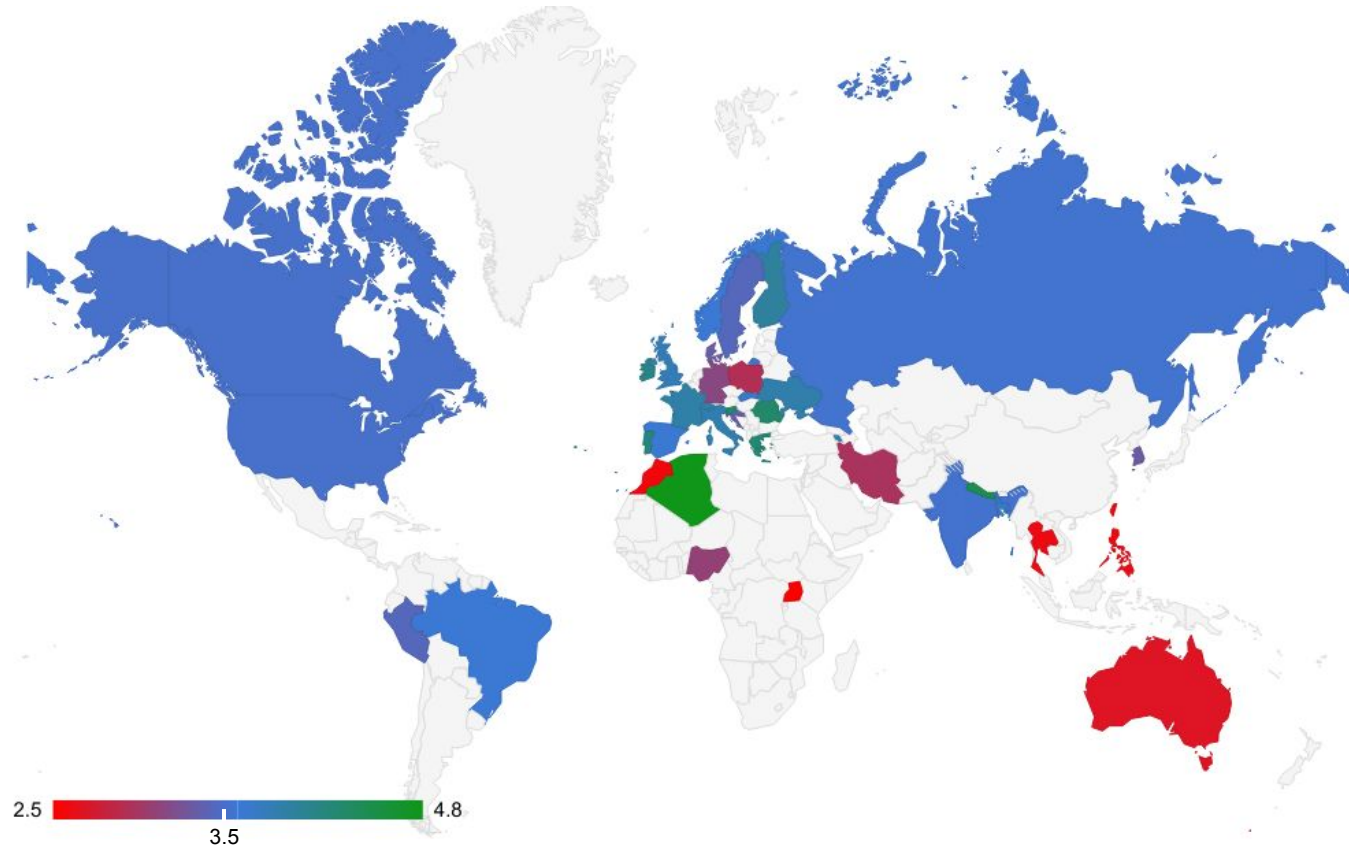
How was your journey with the following process of Wiki Loves Monuments? *Finding out general information about the contest*



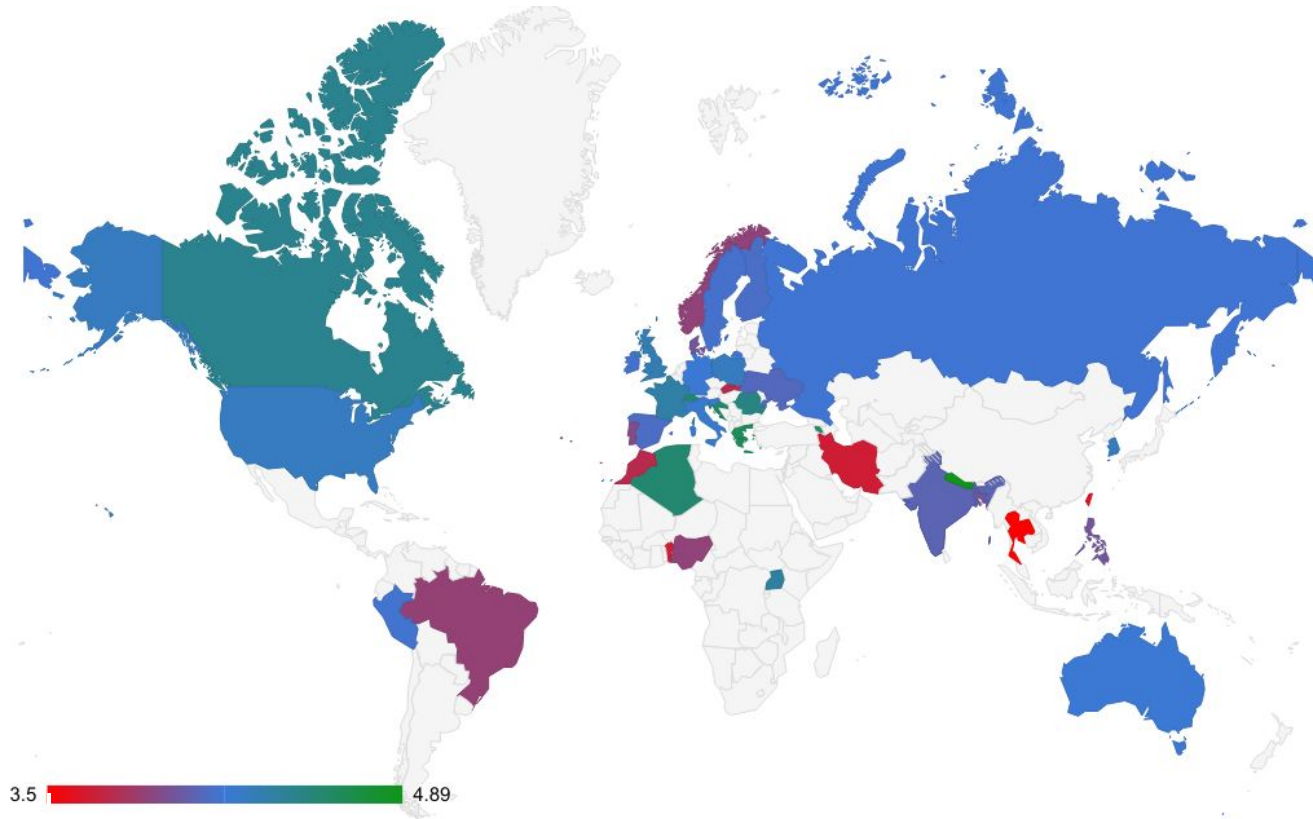
How was your journey with the following process of Wiki Loves Monuments?
Finding the lists of monuments for the areas you were interested in



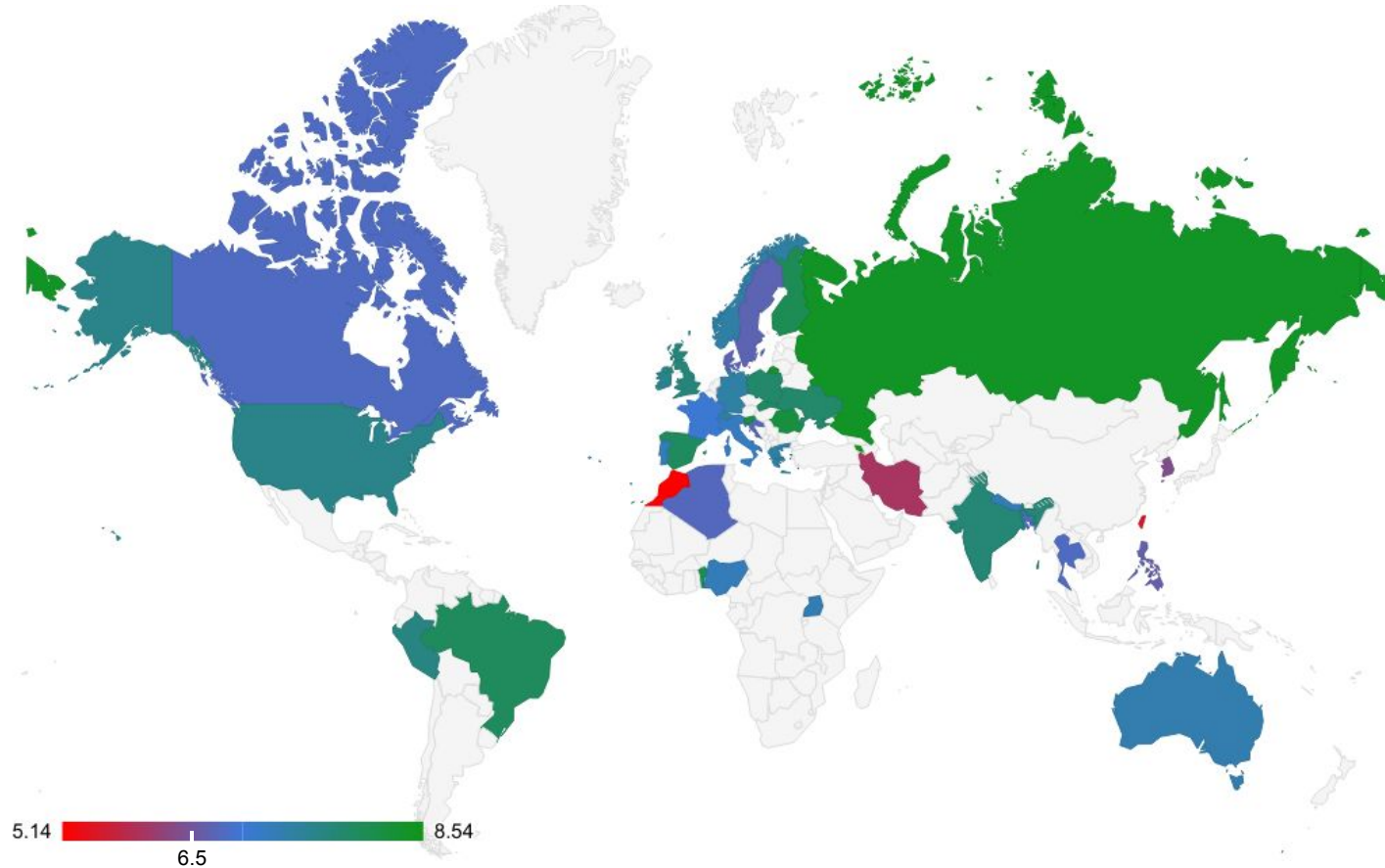
**How was your journey with the following process of Wiki Loves Monuments?
*Finding the monument identifier number for the monuments you were interested in***



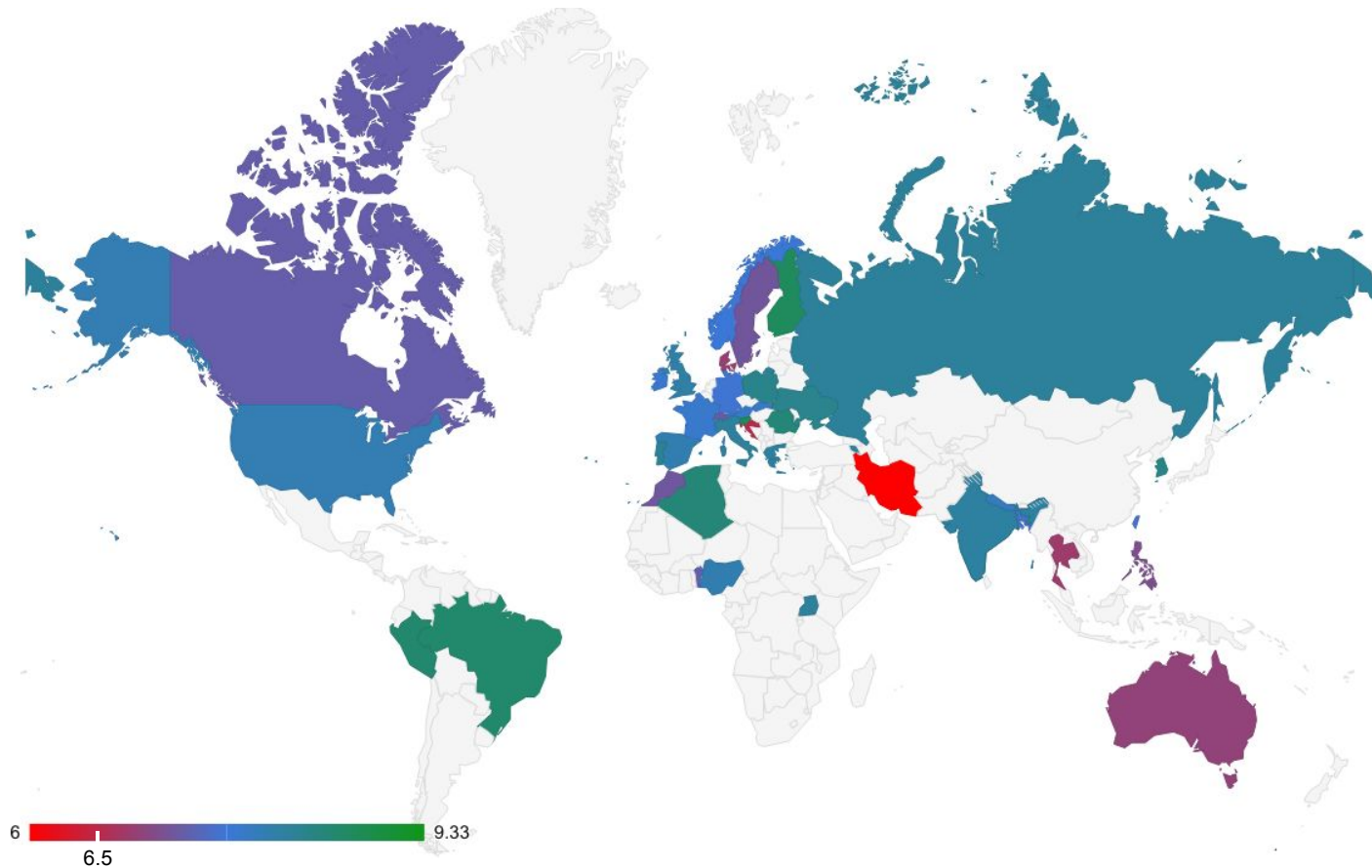
How was your journey with the following process of Wiki Loves Monuments? Uploading a photograph



If you used the national contest website (landing page) of your country, how helpful was it?



How was your overall experience with Wiki Loves Monuments 2019?



Open-ended Questions

What aspects of Wiki Loves Monuments 2019 did you like?

- Geolocation tags.
- Giving space to all kind of monuments that will help in promoting small sites.
- Global reach to my pictures.
- I appreciate the fact that attracts the participation of many photographers who do not usually participate in the project by raising much the quality of the photos and even going to cover areas that were left without photographic documents and all in a very short time. Even organize exhibitions with the best photos helps to give visibility to the project that is very often not understood by those who do not actively participate.¹
- I like that students who are younger than 18 can take part. It seemed like a big deal to them as they are taking their first steps in photography.
- It alerted me to the need for photographs of Scottish historic buildings. I was not interested in any competitive aspect.
- It was easy, and it was nice to help contribute to and support Wikipedia in a way that wasn't just donating money.
- It's good to take photos of buildings etc. because they can be destroyed in future. We can also show photos to next generations and put photos to Wikipedia articles.
- Lists and map of missing photographs.
- Monuments being structurally listed.
- People from all over the world will be able know the heritage of my country.

¹ translated from Italian

What aspects of Wiki Loves Monuments 2019 did you like? (contd.)

- ❑ Posts on social media.
- ❑ Providing the site with photos of sites that I already had from vacation with a chance to win money.
- ❑ Rephotographing old photos (1907-14) of Helsinki.
- ❑ Seeing the other photo submissions and where people “hadn’t been” yet.
- ❑ That my pictures along with those of others Wikimedians will be in your servers long after our death helping and inspiring others. Also, as it happened with Palmyra, even if these monuments one day are destroyed by war or a natural disaster there will always be our pictures so that the authorities will be able to use them in order to restore these monuments. Finally, poor people from the other side of the globe who might never have the chance to visit in person the monuments we photograph will always be able to see them through you.
- ❑ The discovery of the monuments of local architectural heritage that are not necessarily easily accessible or even known. Having an excuse to discover the monuments which, for the most part, are now located on private property.²
- ❑ The effectiveness of volunteers rectify the labeling of photos.²
- ❑ The elaborate list of monuments is a guide for aspirant photographer to move their attention to lesser known monuments.
- ❑ The opportunity to have some purpose in taking pictures & learning so much from the work of other photographers in Wiki Loves Monuments.
- ❑ The range of heritage sites is enormous, making it easy for anyone to participate.

² translated from French

What aspects of Wiki Loves Monuments 2019 did you like? (contd.)

- The simplicity of uploading the photographs and the general layout of the page where all the winners were displayed. It was easy to navigate.
- The uploading process was quite easy.
- This year I devoted his free time to travel in search of attractions, pictures were missing from Wikipedia. Changing the system of evaluation scores for photos very pleased and inspired. I think in the coming years it will motivate participants travel in small towns and villages.³
- Watching the pins on the map around me change colour as I uploaded my photos.
- Wikipedia was for me a matter of course, a democratic achievement but also a requisite certainty! Now that I came into this world through photography, I understood the beauty, the importance and the enormous work behind it.¹

¹ translated from Italian

³ translated from Ukrainian

What were the pain points or would like to improve in your overall experience this year?

- ❑ It was extremely hard to find and navigate over all the subpages, and I never seen a list of submitted images in one page, as well as the list of winners.
- ❑ Yes I had difficulty with creating an account and setting up the email preferences.
- ❑ [Some countries] had lists there were all in local languages, what is mostly ok, but mainly excludes foreigners. I wanted to upload pictures for monuments [in a city], but after browsing multiple lists [in that country] decided not to do this as it was too much work for me to translate every page to find out that they are not relevant.
- ❑ Advertisement of WLM can be given to newspapers, colleges, Universities, photography schools or other media for better publicity.
- ❑ Winners continue to be images produced by full-frame (expensive) cameras which are highly post-processed to provide "superenhanced" versions of what a human would actually see. Judges seem to have a particular attraction to the inclusion of the Milky Way in images, whether or not the Milky Way has some special connection (other than location) to the historic site being depicted.
- ❑ Although I've been notified that I need to sign a release for the prizes, there was no indication which photograph won, and I've not been contacted since, with either a notification of final standing, or a schedule of when that would be available. I wish I had more information.
- ❑ As an experienced Wikipedian, I would love more guidance on how I can help sort the uploads, especially how to mark photos that aren't of registered heritage places, and otherwise provide help while still being able to participate in the contest.

² translated from French

What were the pain points or would like to improve in your overall experience this year? (contd.)

- ❑ I can't drive so I'm restricted to places I can get to by walking or public transport. There were a lot of monuments I would have enjoyed taking photos of but I couldn't access them.
- ❑ I had a lot of hassle with the monument identifiers on the map. I was taking photos in the town where I live so I know where the subjects were but I found it almost impossible to place the identifier marker on the correct site. It kept coming up with wine bars and shops rather than the monument. I gave up trying in the end so now some of the monument identifiers are several metres away from where they should be.
- ❑ I upload photos not only from my country, butt from other countries I travel, photos taken during different Wiki conferences. It's very difficult to make head or tail of the lists of the monuments if they are only in local languages. So I would suggest the organizers to have English lists for any participating country.
- ❑ This event was what encouraged me to make a Wikimedia account, and I suspect I am not the only one like that. This is a great way to get more people into contributing to Wikipedia. This process is still not super straightforward and requires probably no less than three active tabs to jump between. The naming, tagging, and description process is somewhat painful, it feels like other sites have better cracked the UI. My big problem is that you can't capitalize on the conversion opportunity to take the many people signing up for this event to have more contributors to Wikimedia. Contributing to the Wiki Loves Monuments is difficult - at least 10x harder than adding photos to Google Maps, which I do all the time probably closer to 100x. There should be some "great, thanks for contributing to our monuments event, now how about trying your hand at contributing to other parts of Wikimedia ~list of options with instructions~. Contributing to Wikipedia at large is, in my very limited attempt before I gave up, 1000x harder than contributing to the monuments event.

² translated from French

What were the pain points or would like to improve in your overall experience this year? (contd.)

- ❑ The optimization of the distance and travel time. The ideal would be to create, directly in Wikipedia, a route, then download the maps and geographical indications on the map so you can use it offline (GPS only). Moreover, it would be good to have a little time, gender 12 to 24, to edit any typo in the name of a file, etc. I had this problem with a file, but could not fix the error, and the file has been published with his error.¹
- ❑ The drones photography must not be treated on par with photographs by people.¹
- ❑ I see photos with equipment that costs thousands of dollars and I think I can never compete with them. So it is best to split the contest into two amateur and professional group.¹
- ❑ I'd look in a more structured visitation purposes not only photos, perhaps adding to the contest for the photos to a photo section accompanied by stories and descriptions. This is also true for sites that are not popular excursion, but where local photographers may commit to better publicizing their characteristics.²
- ❑ As a participant who wants to upload photographs of monuments in different countries I would prefer to have more standardization of country's landing pages with the possibility to have them also in English (a simplified version of the national page will do). Monuments lists should provide the possibility to search for monuments on the map and to see them in a text table. Uploading of multiple photographs is a lengthy process that spans over many days, so it is convenient to save all monuments in favorites to easily access them once a new portion of photographs is ready for upload.³

¹ translated from French

² translated from Italian

³ translated from Portuguese

Appendices

| | | | | | | | | | | | |
|----|------------|-------|-----|----|-------------|--------|-----|----|----------------------|-------|------|
| 1 | Albania | 0.29% | 4 | 23 | Israel | 0.00% | 0 | 43 | Russia | 6.42% | 90 |
| 2 | Algeria | 0.93% | 13 | 24 | Italy | 11.63% | 163 | 44 | Spain | 2.14% | 30 |
| 3 | Aruba | 0.00% | 0 | 25 | Jordan | 0.07% | 1 | 45 | Sweden | 1.57% | 22 |
| 4 | Australia | 1.21% | 17 | 26 | Kosovo | 0.00% | 0 | 46 | Switzerland | 2.07% | 29 |
| 5 | Austria | 0.57% | 8 | 27 | Latvia | 0.00% | 0 | 47 | Syria | 0.00% | 0 |
| 6 | Azerbaijan | 0.29% | 4 | 28 | Lebanon | 0.07% | 1 | 48 | Taiwan | 1.43% | 20 |
| 7 | Bangladesh | 2.21% | 31 | 29 | Malaysia | 0.21% | 3 | 49 | Tanzania | 0.00% | 0 |
| 8 | Bolivia | 0.14% | 2 | 30 | Malta | 0.43% | 6 | 50 | Thailand | 0.57% | 8 |
| 9 | Brazil | 2.78% | 39 | 31 | Mexico | 0.00% | 0 | 51 | Tunisia | 0.00% | 0 |
| 10 | Canada | 1.85% | 26 | 32 | Morocco | 1.00% | 14 | 52 | Uganda | 0.50% | 7 |
| 11 | Croatia | 0.50% | 7 | 33 | Nepal | 0.86% | 12 | 53 | Ukraine | 6.63% | 93 |
| 12 | Denmark | 0.71% | 10 | 34 | Nigeria | 0.71% | 10 | 54 | United Arab Emirates | 0.21% | 3 |
| 13 | Egypt | 0.07% | 1 | 35 | Norway | 0.64% | 9 | 55 | United Kingdom | 5.42% | 76 |
| 14 | Finland | 1.14% | 16 | 36 | Pakistan | 0.14% | 2 | 56 | United States | 6.70% | 94 |
| 15 | France | 5.06% | 71 | 37 | Palestine | 0.00% | 0 | 57 | Other | 5.92% | 83 |
| 16 | Georgia | 0.00% | 0 | 38 | Peru | 0.78% | 11 | | | | 1402 |
| 17 | Germany | 9.20% | 129 | 39 | Philippines | 0.78% | 11 | | | | |
| 18 | Greece | 1.64% | 23 | 40 | Poland | 2.07% | 29 | | | | |
| 19 | India | 7.28% | 102 | 41 | Portugal | 1.43% | 20 | | | | |
| 20 | Iran | 0.86% | 12 | 42 | Romania | 1.43% | 20 | | | | |

Note 1: Responses from “Other” have been merged with respective countries wherever appropriate, and new countries have been created, if needed, and not present in the originally listed options.

Note 2: A singular response from the Basque Country has been merged with Spain for privacy reasons.

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------|---------|---------|------|---------------|----------|-------|
| 1 | What is your age? | 1 | 9 | 4.41 | 1.59 | 2.52 | 1,294 |
| | | | | | | | |
| # | Field | Choice | Count | | | | |
| 1 | Under 18 | 2.47% | 32 | | | | |
| 2 | 18 - 24 | 9.12% | 118 | | | | |
| 3 | 25 - 34 | 19.55% | 253 | | | | |
| 4 | 35 - 44 | 20.63% | 267 | | | | |
| 5 | 45 - 54 | 21.72% | 281 | | | | |
| 6 | 55 - 64 | 16.69% | 216 | | | | |
| 7 | 65 - 74 | 8.11% | 105 | | | | |
| 8 | 75 - 84 | 1.47% | 19 | | | | |
| 9 | 85 or older | 0.23% | 3 | | | | |
| | | | 1294 | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|----|--|---------|---------|------|---------------|----------|-------|
| 1 | What was your first year of participation in Wiki Loves Monuments? | 2 | 10 | 4.94 | 2.52 | 6.36 | 610 |
| # | Field | Choice | Count | | | | |
| 2 | 2018 | 23.61% | 144 | | | | |
| 3 | 2017 | 16.23% | 99 | | | | |
| 4 | 2016 | 9.51% | 58 | | | | |
| 5 | 2015 | 10.82% | 66 | | | | |
| 6 | 2014 | 8.52% | 52 | | | | |
| 7 | 2013 | 10.16% | 62 | | | | |
| 8 | 2012 | 9.67% | 59 | | | | |
| 9 | 2011 | 8.20% | 50 | | | | |
| 10 | 2010 | 3.28% | 20 | | | | |
| | | | 610 | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | How many years did you participate in Wiki Loves Monuments including in 2019? | 1 | 3 | 1.87 | 0.74 | 0.55 | 539 |
| # | Field | Choice | Count | | | | |
| 1 | 2 years | 34.69% | 187 | | | | |
| 2 | 3-5 years | 43.41% | 234 | | | | |
| 3 | 5+ years | 21.89% | 118 | | | | |
| | | | 539 | | | | |

| # | Field | Choice | Count |
|---|--|--------|-------|
| 1 | Through social media (Facebook, Twitter, Flickr, online forums, etc.) | 19.43% | 144 |
| 2 | Through news media (on-line, printed, radio or television) | 7.02% | 52 |
| 3 | Through direct communication from my local chapter (chapter website, mailing list, etc.) | 3.91% | 29 |
| 4 | Through banners on Wikipedia or other Wikimedia projects | 53.04% | 393 |
| 5 | At a real life event (local meetup, conference, etc.) | 2.97% | 22 |
| 6 | Somebody I know told me about the contest | 10.39% | 77 |
| 7 | Other | 3.24% | 24 |
| | | | 741 |
| # | Field | Choice | Count |
| 1 | Through social media (Facebook, Twitter, Flickr, online forums, Instagram etc.) | 11.14% | 84 |
| 2 | Through news media (on-line, printed, radio or television) | 3.05% | 23 |
| 3 | Through direct communication from my local chapter (chapter website, mailing list, etc.) | 6.63% | 50 |
| 4 | Through banners on Wikipedia or other Wikimedia projects | 37.14% | 280 |
| 5 | At a real life event (local meetup, conference, etc.) | 2.39% | 18 |
| 6 | Somebody I know told me about the contest | 4.24% | 32 |
| 7 | I'm or was a member of the organizing team / organization | 4.24% | 32 |
| 8 | I had participated in Wiki Loves Monuments previously | 29.58% | 223 |
| 9 | Other | 1.59% | 12 |
| | | | 754 |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | How many photographs did you contribute to Wiki Loves Monuments 2019? | 1 | 5 | 2.56 | 1.05 | 1.11 | 698 |
| | | | | | | | |
| # | Field | Choice | Count | | | | |
| 1 | 1 | 14.90% | 104 | | | | |
| 2 | 2-5 | 36.10% | 252 | | | | |
| 3 | 6-25 | 32.81% | 229 | | | | |
| 4 | 26-100 | 10.17% | 71 | | | | |
| 5 | 100+ | 6.02% | 42 | | | | |
| | | | 698 | | | | |
| | | | | | | | |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | How many photographs did you contribute to Wiki Loves Monuments 2019? | 1 | 5 | 3.28 | 1.18 | 1.4 | 542 |
| | | | | | | | |
| # | Field | Choice | Count | | | | |
| 1 | 1 | 6.27% | 34 | | | | |
| 2 | 2-5 | 19.56% | 106 | | | | |
| 3 | 6-25 | 35.06% | 190 | | | | |
| 4 | 26-100 | 17.71% | 96 | | | | |
| 5 | 100+ | 21.40% | 116 | | | | |
| | | | 542 | | | | |

| # | Field | Choice | Count |
|---|--|--------|-------|
| 1 | To share my local heritage with other people | 22.67% | 423 |
| 2 | To help Wikipedia | 18.44% | 344 |
| 3 | I love photography and like to share my work | 20.90% | 390 |
| 4 | To discover local heritage | 9.49% | 177 |
| 5 | To have fun | 9.27% | 173 |
| 6 | To win a prize | 9.81% | 183 |
| 7 | It was easy enough, so I thought why not? | 8.31% | 155 |
| 8 | Other | 1.13% | 21 |
| | | | 1866 |
| # | Field | Choice | Count |
| 1 | To share my local heritage with other people | 23.19% | 371 |
| 2 | To help Wikipedia | 22.44% | 359 |
| 3 | I love photography and like to share my work | 20.13% | 322 |
| 4 | To discover local heritage | 13.31% | 213 |
| 5 | To have fun | 9.56% | 153 |
| 6 | To win a prize | 7.31% | 117 |
| 7 | It was easy enough, so I thought why not? | 3.06% | 49 |
| 8 | Other | 1.00% | 16 |
| | | | 1600 |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count | | | | | | | |
|---|---|----------------|---------|--------------------|---------------|----------------------------|-------|---------------|-----|-----------|-----|---------------------------|----|-------|
| 1 | Creating an account | 1 | 6 | 4.31 | 1.16 | 1.34 | 689 | | | | | | | |
| 2 | Finding out general information about the contest | 1 | 6 | 3.95 | 1.06 | 1.13 | 674 | | | | | | | |
| 3 | Finding the lists of monuments for the areas you were interested in | 1 | 6 | 3.93 | 1.17 | 1.38 | 676 | | | | | | | |
| 4 | Finding the monument identifier number for the monuments you were interested in | 1 | 6 | 3.82 | 1.26 | 1.6 | 666 | | | | | | | |
| 5 | Uploading a photograph | 1 | 6 | 4.14 | 1.08 | 1.16 | 678 | | | | | | | |
| | | | | | | | | | | | | | | |
| # | Field | Very difficult | | Somewhat difficult | | Neither easy nor difficult | | Somewhat easy | | Very easy | | I did not need to do this | | Total |
| 1 | Creating an account | 1.45% | 10 | 6.10% | 42 | 17.13% | 118 | 23.08% | 159 | 40.06% | 276 | 12.19% | 84 | 689 |
| 2 | Finding out general information about the contest | 1.63% | 11 | 9.20% | 62 | 20.03% | 135 | 32.05% | 216 | 35.46% | 239 | 1.63% | 11 | 674 |
| 3 | Finding the lists of monuments for the areas you were interested in | 2.07% | 14 | 13.31% | 90 | 17.31% | 117 | 26.48% | 179 | 38.17% | 258 | 2.66% | 18 | 676 |
| 4 | Finding the monument identifier number for the monuments you were interested in | 4.05% | 27 | 13.21% | 88 | 20.87% | 139 | 26.28% | 175 | 29.88% | 199 | 5.71% | 38 | 666 |
| 5 | Uploading a photograph | 2.21% | 15 | 7.96% | 54 | 13.72% | 93 | 26.55% | 180 | 48.67% | 330 | 0.88% | 6 | 678 |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count | | | | | | | |
|---|---|----------------|---------|--------------------|---------------|----------------------------|-------|---------------|-----|-----------|-----|---------------------------|----|-------|
| 1 | Finding out general information about the contest | 1 | 6 | 4.11 | 1.2 | 1.43 | 533 | | | | | | | |
| 2 | Finding the lists of monuments for the areas you were interested in | 1 | 6 | 3.92 | 1.19 | 1.41 | 528 | | | | | | | |
| 3 | Finding the monument identifier number for the monuments you were interested in | 1 | 6 | 3.72 | 1.32 | 1.74 | 523 | | | | | | | |
| 4 | Uploading a photograph | 1 | 6 | 4.32 | 0.93 | 0.87 | 528 | | | | | | | |
| | | | | | | | | | | | | | | |
| # | Field | Very difficult | | Somewhat difficult | | Neither easy nor difficult | | Somewhat easy | | Very easy | | I did not need to do this | | Total |
| 1 | Finding out general information about the contest | 1.31% | 7 | 11.63% | 62 | 15.57% | 83 | 25.52% | 136 | 37.71% | 201 | 8.26% | 44 | 533 |
| 2 | Finding the lists of monuments for the areas you were interested in | 2.65% | 14 | 12.88% | 68 | 17.99% | 95 | 25.19% | 133 | 39.02% | 206 | 2.27% | 12 | 528 |
| 3 | Finding the monument identifier number for the monuments you were interested in | 4.97% | 26 | 17.97% | 94 | 16.25% | 85 | 26.96% | 141 | 28.68% | 150 | 5.16% | 27 | 523 |
| 4 | Uploading a photograph | 1.14% | 6 | 3.98% | 21 | 12.50% | 66 | 27.84% | 147 | 53.22% | 281 | 1.33% | 7 | 528 |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | Did you participate in any real life events, such as photo-walks? | 1 | 2 | 1.81 | 0.39 | 0.15 | 664 |
| # | Field | Choice | Count | | | | |
| 1 | Yes | 18.83% | 125 | | | | |
| 2 | No | 81.17% | 539 | | | | |
| | | | 664 | | | | |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | Did you participate in any real life events, such as photo-walks? | 1 | 2 | 1.76 | 0.43 | 0.18 | 526 |
| # | Field | Choice | Count | | | | |
| 1 | Yes | 24.14% | 127 | | | | |
| 2 | No | 75.86% | 399 | | | | |
| | | | 526 | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|--------------|---------|------|---------------|----------|-------|
| 1 | Do you contribute to Wikimedia Commons outside Wiki Loves Monuments? | 1 | 2 | 1.25 | 0.43 | 0.19 | 535 |
| # | Field | Choice Count | | | | | |
| 1 | Yes | 74.95% | 401 | | | | |
| 2 | No | 25.05% | 134 | | | | |
| | | | 535 | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|--------------|---------|------|---------------|----------|-------|
| 1 | Did you contribute to any Wikimedia projects before your first Wiki Loves Monuments participation? | 1 | 2 | 1.73 | 0.45 | 0.2 | 698 |
| # | Field | Choice Count | | | | | |
| 1 | Yes | 27.22% | 190 | | | | |
| 2 | No | 72.78% | 508 | | | | |
| | | | 698 | | | | |

| | | | |
|---|---|--------|-----|
| 1 | I didn't face any problems | 81.39% | 551 |
| 2 | Yes, I contacted an organizer/a Wikimedian, and the issue had been resolved in time. | 7.53% | 51 |
| 3 | Yes, I contacted an organizer/a Wikimedian, and but issue hasn't been resolved in time. | 1.48% | 10 |
| 4 | I faced problems, but was not able to contact anyone | 6.79% | 19 |
| 5 | Other | 2.81% | 16 |
| | | | 647 |
| | | | |
| 1 | I didn't face any problems | 74.81% | 389 |
| 2 | Yes, I contacted an organizer/a Wikimedian, and the issue had been resolved in time. | 10.96% | 58 |
| 3 | Yes, I contacted an organizer/a Wikimedian, and but issue hasn't been resolved in time. | 3.27% | 18 |
| 4 | I faced problems, but was not able to contact anyone | 4.81% | 25 |
| 5 | Other | 6.15% | 30 |
| | | | 520 |

Note: Wherever appropriate, open-ended responses from "Other" choice have been counted towards the choices already listed.

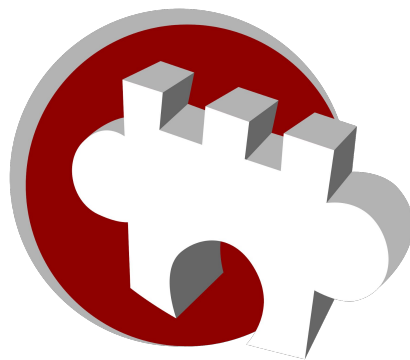
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|--------------|--|---------|---------|------|---------------|----------|-------|
| 1 | If you used the national contest website (landing page) of your country, how helpful was it? | 1 | 3 | 2.05 | 0.83 | 0.68 | 587 |
| | | | | | | | |
| Field | Choice Count | | | | | | |
| Detractor | 32.03% | 188 | | | | | |
| Passive | 31.35% | 184 | | | | | |
| Promoter | 36.63% | 215 | | | | | |
| | | 587 | | | | | |
| | | | | | | | |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | If you used the national contest website (landing page) of your country, how helpful was it? | 0 | 10 | 7.45 | 2.19 | 4.78 | 484 |
| | | | | | | | |
| Field | Choice Count | | | | | | |
| Promoter | 34.92% | 169 | | | | | |
| Passive | 38.02% | 184 | | | | | |
| Detractor | 27.07% | 131 | | | | | |
| | | 484 | | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|-----------|---|---------|---------|------|---------------|----------|-------|
| 1 | How was your overall experience with Wiki Loves Monuments 2019? - Group | 1 | 3 | 2.29 | 0.75 | 0.57 | 697 |
| | | | | | | | |
| Field | Choice Count | | | | | | |
| Detractor | 18.08% | 126 | | | | | |
| Passive | 34.72% | 242 | | | | | |
| Promoter | 47.20% | 329 | | | | | |
| | | 697 | | | | | |
| | | | | | | | |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | How was your overall experience with Wiki Loves Monuments 2019? | 0 | 10 | 7.83 | 1.94 | 3.75 | 541 |
| | | | | | | | |
| Field | Choice Count | | | | | | |
| Detractor | 19.78% | 107 | | | | | |
| Passive | 39.56% | 214 | | | | | |
| Promoter | 40.67% | 220 | | | | | |
| | | 541 | | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|--------------|---------|------|---------------|----------|-------|
| 1 | How was your experience compared to previous years? | 1 | 3 | 2.28 | 0.57 | 0.32 | 533 |
| # | Field | Choice Count | | | | | |
| 1 | Comparatively bad | 5.82% | 31 | | | | |
| 2 | Neutral | 60.04% | 320 | | | | |
| 3 | Comparatively good | 34.15% | 182 | | | | |
| | | | 533 | | | | |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count | | | |
|---|--|----------------|---------|--------------|---------------|----------|-------|------------|-----|-------|
| 1 | Are you planning to participate again in Wiki Loves Monuments? | 1 | 4 | 3.58 | 0.59 | 0.35 | 666 | | | |
| 2 | Would you recommend participating in Wiki Loves Monuments to your friends? | 1 | 4 | 3.54 | 0.66 | 0.43 | 656 | | | |
| 3 | Are you planning to continue contributing to Wikimedia projects further? | 1 | 4 | 3.56 | 0.59 | 0.34 | 655 | | | |
| | | | | | | | | | | |
| # | Field | Definitely not | | Probably not | | Maybe | | Definitely | | Total |
| 1 | Are you planning to participate again in Wiki Loves Monuments? | 1.05% | 7 | 1.95% | 13 | 34.68% | 231 | 62.31% | 415 | 666 |
| 2 | Would you recommend participating in Wiki Loves Monuments to your friends? | 1.37% | 9 | 5.03% | 33 | 32.32% | 212 | 61.28% | 402 | 656 |
| 3 | Are you planning to continue contributing to Wikimedia projects further? | 0.76% | 5 | 2.60% | 17 | 36.79% | 241 | 59.85% | 392 | 655 |
| | | | | | | | | | | |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count | | | |
| 1 | Are you planning to participate again in Wiki Loves Monuments? | 1 | 6 | 3.73 | 0.53 | 0.28 | 529 | | | |
| 2 | Would you recommend participating in Wiki Loves Monuments to your friends? | 1 | 6 | 3.64 | 0.64 | 0.41 | 505 | | | |
| | | | | | | | | | | |
| # | Field | Definitely not | | Probably not | | Maybe | | Definitely | | Total |
| 1 | Are you planning to participate again in Wiki Loves Monuments? | 0.57% | 3 | 2.08% | 11 | 21.21% | 112 | 76.14% | 402 | 528 |
| 2 | Would you recommend participating in Wiki Loves Monuments to your friends? | 1.79% | 9 | 2.98% | 15 | 25.40% | 128 | 69.84% | 352 | 504 |

| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|--------------|---------|------|---------------|----------|-------|
| 1 | Wiki Loves Monuments is an international contest, individually organised at country-level by national organisers. Would you like the international team get in touch with you to organise further iterations of the contest in your country? | 1 | 2 | 1.38 | 0.48 | 0.23 | 677 |
| # | Field | Choice Count | | | | | |
| 1 | Yes | 62.33% | 422 | | | | |
| 2 | No | 37.67% | 255 | | | | |
| | | | 677 | | | | |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | Wiki Loves Monuments is an international contest, individually organised at country-level by national organisers. Would you like the international team get in touch with you to organise further iterations of the contest in your country? | 1 | 2 | 1.52 | 0.5 | 0.25 | 520 |
| # | Field | Choice Count | | | | | |
| 1 | Yes | 48.27% | 251 | | | | |
| 2 | No | 51.73% | 269 | | | | |
| | | | 520 | | | | |



WIKI **loves**
monuments

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- WLM International Team: [User:Jean-Frédéric](#) (mass-message), [User:KCVelaga](#) (overall coordination and reporting), [User:Effeitsanders](#) (at-large support), [User:M.hekmat](#) (social media), [User:Slaporte](#) (review)