Further gamification of photo contests
the example of bike quests in Moldova
They'll go on their bikes anyway – gamify their rides and get Commons photos!
Wiki Loves X

- list of specific items
- online photo contest format
- judge by quality
  - though we all secretly want quantity
Some places just aren’t very visited

- in the "province"
- reachable through offroad
- outright boring
Bicycle tourists love Wikipedia*

*provided they know what it is
Gamification*

*Further gamification
Adapting the “quest” format...

Traditional quest:
- predefined route(s)
- hints
- usually a “treasure” in the end
- ...all set up by the organizer(s)
...to suit our needs

Bike quest:
- routes built by participants
- the hints are the actual monuments
- points given per image/item
- ...all set up NOT by the organizer(s) 😎☕
Not only monuments

Participants are encouraged to take photos of other (non-monument) landmarks on their route.
Tiers

Level the field = different prizes for routes of:
1. up to 50 km
2. between 50–150 km
3. more than 150 km
Compensation

- Food, refreshments, and beverages
- Eventually, transport
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.

Overall WLMMD stats: 1,447 organic images by 31 participants
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.

as of today: 5 participants already registered and
with routes partially completed
Thanks!

See you at the poster session at 5 PM

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