

WHY RELATIONSHIPS MATTER IN COMMUNITY BUILDING

Experiences from the Philippine Cultural Heritage Mapping Project



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The Cultural Heritage Mapping Project is the largest Wikimedia Philippines project thus far in our 5 years.



The Bohol earthquake in 2013, followed by Typhoon Haiyan a month later, destroyed a lot of the Philippines' built heritage.

This was a turning point in historical preservation.





Photo by Reel Balingit (User:Namayan), CC-BY-SA 3.0

The Cultural Heritage Mapping Project began in earnest in May 2014, and was concluded on March 31, 2015.



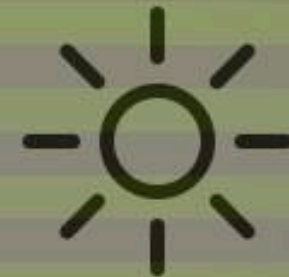
Photo by Joel Aldor (User:Joelaldor), CC-BY-SA 3.0



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The CHMP was *successful*...

<u>FULL NAME</u>	<u>WIKIPEDIA USERNAME</u>	<u>Improved/Created Articles Overall</u>	<u>Pictures Uploaded Overall</u>
Karl Aguilar	Urbanroamer	46	330
Melodina Cruz	KisekiLacroix	63	678
Zernan Mataya	Zernan2014	9	138
Jan Jacob Carpio	JJ Carpio	100	620
Artemio "Jun" Pasa Jr.	Jun pasa	9	75
Ianne Kleina Guillen	Iannekleina	6	99
Ronald Buñag	Ronaldbunag	6	55
Joy Merryl Ngo	Joymdngo	8	13
Hanna Dalawangbayan	Hannachiever07	76	527
Jeffy Tomarong	Iamjepoi	7	291
Franz Miko Verzon	FMGVerzon	46	314
Carlo Joseph Moskito	Carlojoseph14	95	357
Claire Marie Algarme	ClaireMRA	30	75
Ramil Tibayan	Ramiltibayan	47	265
Timothy James "Taj" Vitales	Ngiping kidlat	9	279
Yen Bongcac	Juiliennary	14	80
Michael Ignacio	MIKELAAGAN	5	161
Joanner Fabregas	Joannerfabregas	13	237
Raani Paranas	Nissip	20	223
Jannica Diaz	JanncaDiaz	19	71
Ericzon Jamilla	Eric Jam	41	118
Charles Boris Mañez	Charles Boris Manez	78	73
Kenneth Lagaña	Mrbratbacker	3	0
Jun Reynales	Junreynales	2	11
		710/1000	5220/5000



...but this is more than just about content.




This presentation is about relationships. More specifically:
WHY DO RELATIONSHIPS MATTER?

1. Relationships make your projects more relevant to the interests of your participants.





2. Relationships make new users more comfortable and less afraid of the digital world around them.

A close-up photograph of a desk. In the foreground, a yellow spiral notebook is open, with a black pen resting on it. The word 'WIKIPEDIA' is written in black marker on the notebook's cover. To the left, a smartphone is visible. In the background, a laptop is open, and a person's arm is visible on the right side of the frame. The scene is lit with warm, yellowish light.

3. Relationships are critical in ensuring that your new members actually *stay*.

**Many of the CHMP's participants are still active Wikimedians,
and we're happy that they've joined us.**

Now, as we plan to enter our second year, the question is:
WHAT'S NEXT, AND HOW CAN WE DO BETTER?

**MARAMING SALAMAT!
THANK YOU SO MUCH!**

Let's continue the conversation!

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