

How to get photos
without spending a dime:
story of HELP

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CEE meeting 2015

What does a photo
contest look like in
Wikipedia?

As it is September...

- World record breaking event with hundreds of thousands of images submitted?



Some statistics*



Average national WLM contest is massive:

- 4100 € from reported budgets
- 5.61 € per image used in article
- 250 h (staff + volunteers)

* according to the evaluation report; for 2014

Could that be done differently?

Like:

- 1000x less money spent
- 10x less time spent
- 10x more images end up in articles

... as with HELP campaign?

<https://et.wikipedia.org/wiki/Vikipeedia:HELP>

https://commons.wikimedia.org/wiki/Category:Images_from_HELP

Head Eesti Looduse pildid

- Started in June 2010
- 2235 images (ca 450 per year)*
- Total spending below 10 €
- Good media coverage

* just keep in mind that the Estonian population is 62x smaller than the population of Germany.

But quality?

Last WLM:

- 0.8% rated as Quality Image
- 0.03% rated as Featured Pictures

HELP:

- 5.8% as QI (7x more)
- 0.9% as FP (30x more)

Or image use?

% of images used (no of uses per img in use)*

2010: 57.22% (3.0 times)

2011: 42.49% (2.7 times)

2012: 47.40% (2.6 times)

2013: 41.21% (2.3 times)

2014: 43.22% (2.6 times)

*In article namespace in Wikipedia only.

Let me show some images



Vaido Otsar / CC SA-BY 3.0

Let me show some images



Abiget47j / CC SA-BY 3.0

Let me show some images



Margus Opp / CC SA-BY 3.0

Let me show some images



Ireen Trummer / CC SA-BY 4.0

Where I'm aiming for...

Majority of content comes to Wikipedia via small contributions.

Why have we taken different approach for images?

Big competitions are important, but we should not focus only on them.

2 types of contributors



Good
editors

Good
photographers

What I'm aiming for...

Have we really asked for photos?

Could we have missed some ways of collecting media files, that could work very well?

What are those small things we need to set right?

Where I'm aiming for...

How to build a community of photographers?
Only with big competitions?



(Some) Estonian wikiphotographers
Aleksandr Abrosimov
CC SA-BY 4.0

HELP

How it started

&

how it works?

European Science Photo Competition

How much outreach we've had inside scientific community?

We do need those images.
So lets get them!

[Commons:European_Science_Photo_Competition_2015](#)



Mati Kose

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Image from Estonian

Science Photo Competition

Some time to reflect



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