Wikipedia Takes Montreal

Wikipédia prend Québec

What is the concept of
Wikipedia Takes Your City

- A photo scavenger hunt.

- Wikipedians build a list of wanted pictures.

- Give high points if picture is really wanted.

- Gathering wikipedians on a specific day.

- Make them upload the pictures on Commons.

- Calculate points and declare a winner.

Wikipedia Takes Montreal
What was done?

- We built a list and [map of 400 targets](#);

- Over 300 inscriptions;

- An hurricane hit Montreal;

- 110 participants showed up;

- Despite the hurricane, we broke the record for the number of participants for a Wikipedia Takes Your City;

- 5,700 pictures uploaded on Commons;

- Total cost $3,225.

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The winning picture from Montreal
Sandrine Andoulsi, CC-BY-SA 3.0

Wikipedia Takes Montreal
Why was it done that way?

- Our first experience, no chance to innovate. We chose to follow what was done before.
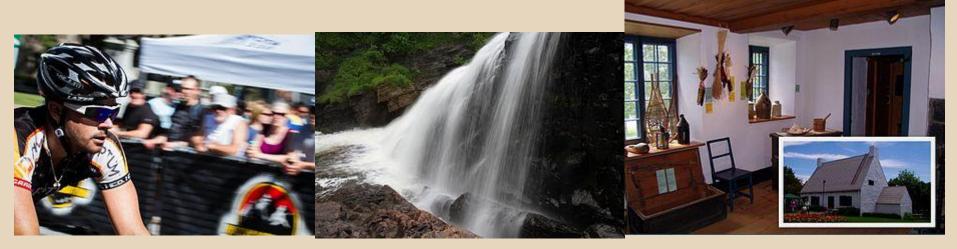

Capture from video, Roberto Rocha / The Montreal Gazette / CC BY-SA 3.0

Wikipédia prend Québec
What was done?

- No list of targets was made;
- 30 participants;
- Clear weather;
- 1000 images of great quality;
- Cost: around $3,000.

Wikipédia prend Québec
Why was it done that way?

- Learned from last year's mistakes;
- Quality over quantity;
- No list: unleash creativity;
- Many things in a city are encyclopedic, not only buildings and statues;
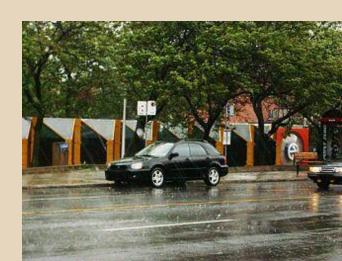- Upload tools.

Bad stuff / Good stuff

Bad stuff

- High cost (>$1/picture);

- People resources: list & map, helpers on-site, judges, etc;

- Dependent on the weather (hard to have plan B another day)

- Time consuming.

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Bad stuff / Good stuff

Good stuff

- 6000 new images for Commons;

- Media coverage;

- Recruiting new contributors;

- Collaboration with outside organizations (City of Montreal, Cégep Limoilou, Tourism Office);

- Outreach to outsiders vs Wikimedians;

Pierre-Olivier Fortin
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Should you organize a Wiki takes?

YES

- Innovate to save time and financial resources;
- Make sure to invite a larger crowd for better coverage;
- Spot users who will continue to contribute and follow them.
- Have fun!

Contact us

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http://fr.wikipedia.org/wiki/WP:WTMTL

http://fr.wikipedia.org/wiki/WP:WPQC