

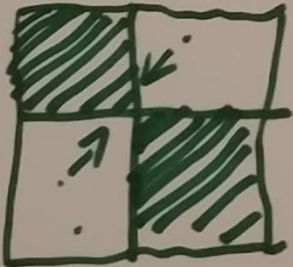
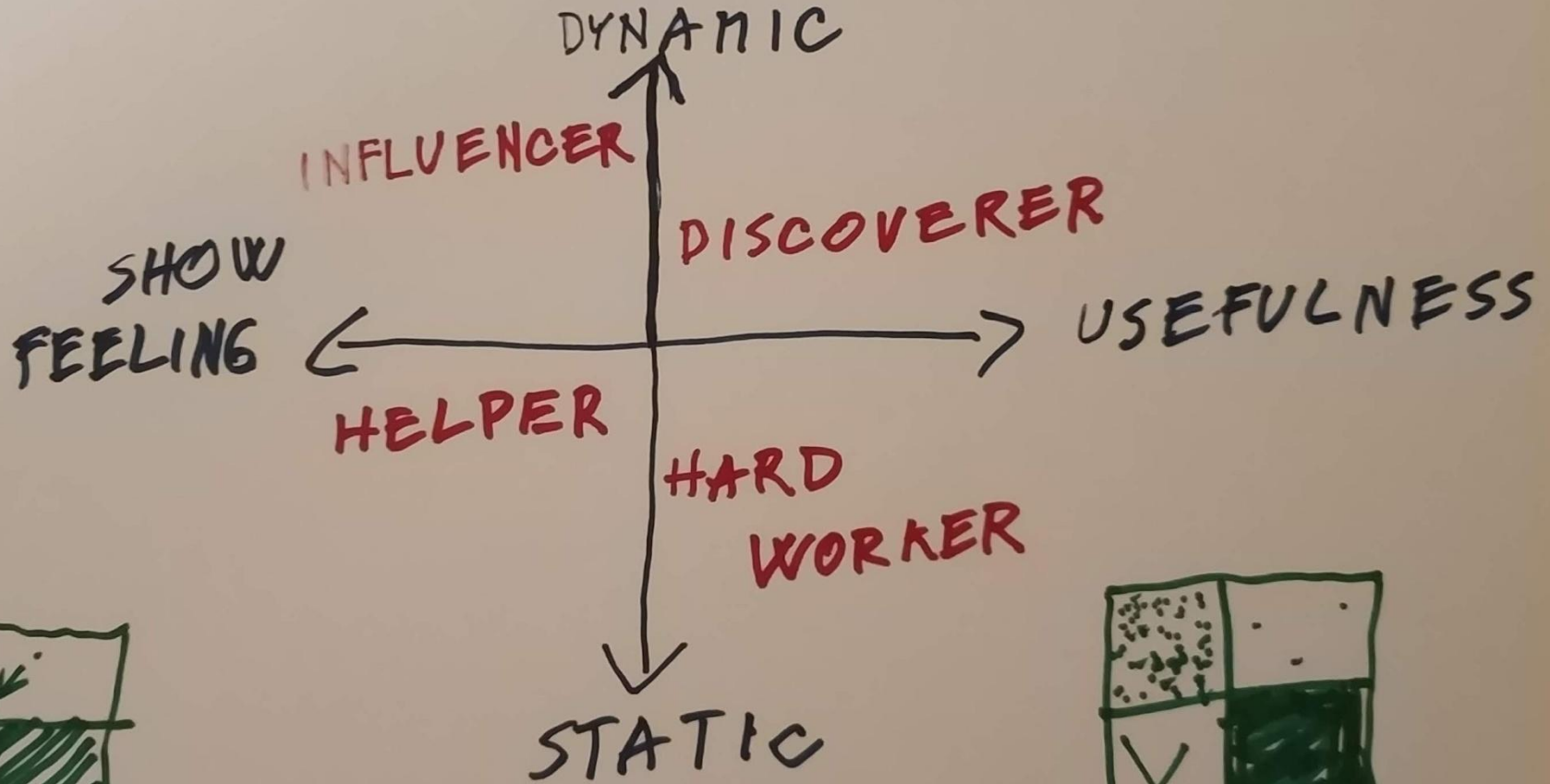
CZECHS, RECRUITMENT  
AND RETENTION

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AUGUST 17, 2019

# THEORY

• JIRI PLAMINEK: PERSONAL MOTIVATIONAL  
TYPOLOGY



# Influencers and hard workers

Type	Recruitment		Retention
	WHERE	HOW	HOW
		Motivation	
Influencers	Active in organisations/com munities, positions	Wikipedia influence, organisational structure	100 GA → admin → 300 GA → chair
		No demotivation	
Hard workers	Deep interests	Precision, automatically	100 GA → 150 GA



Thanks!

## Wikimedia Czech Republic



## ArtLib

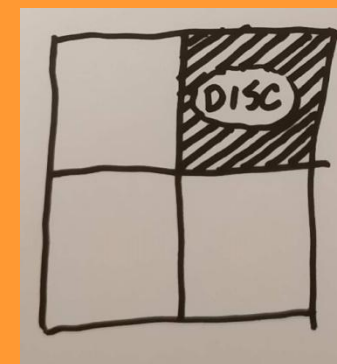
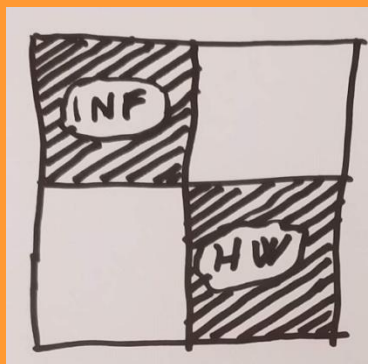
Founded in 2012

Czech contemporary art on English Wikipedia (QA)

Czech Gothic art in Central Europe (QA)

34 GLAM partnerships (Czech National Gallery)

Hundreds of released images from galleries and contemporary artists



# Individualism (competition)

# Discoverers and helpers

Type	Recruitment		Retention
	WHERE	HOW	HOW
		Motivation	
Discoverers	Project leaders, hidden	Engagement	100 QA → patrolling → OTRS
		No demotivation	
Helpers	Women, keepers	Help children/others	30 A → patrolling/helping newbies/making fun

Will we recognize their work on Wikimedia projects?

Thank you for your attention!



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