

Report by Laura Hale

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María Delgado. Image by Laura Hale (CC-BY-3.0)

# Spanish Swimmers at the 2013 IPC World Championships

October 30, 2013



- » 19 articles on English Wikipedia were created or improved.
- » 8 articles on Simple English Wikipedia were created or improved.
- » 2 articles on Spanish Wikipedia were improved.
- » Articles on Farsi, Polish, German, Aragonese were improved.
- » 3 English Wikinews stories were published.
- » 2 Spanish Wikinews articles were published.
- » 12 pictures taken, with 5 used on 8 different articles on 3 Wikipedias and 2 Wikinews projects.
- » 392 edits made to Wikipedia articles about competitors in August.
- » 28,852 views to all articles between August 1 and October 29.

### Wikinoticias entrevista a la nadadora paralímpica española Marta Gómez

De Wikinoticias, la fuente libre de noticias

9 de agosto de 2013

**Madrid, España** — El pasado 8 de agosto, en el **Aeropuerto de Barajas (Madrid)**, Wikinoticias entrevistó a la nadadora paralímpica española Marta Gómez, que competirá en el Campeonato Mundial de Natación 2013 organizado por el **Comité Paralímpico Internacional (CPI)** que comienza el lunes 12 de agosto en **Montreal, Canadá**.

[[Laura Hale]]: Soy Laura Hale entrevistando a Marta Gómez, nadadora española que participará en el Campeonato Mundial de Natación 2013 del CPI en Montreal. ¿Vas a Montreal y en qué marcas y distancias son en las que compites?

[[Marta Gómez]]: Voy a nadar los 100 y 400 (metros) libres, y los 200 estilo giro.

[[Hale]]: ¿Vas a ganar alguna medalla?

[[Gómez]]: En el Europeo de 2011 en Berlín gané 3 bronce.

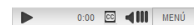
[[Hale]]: ¿Tienes opciones de medalla en Montreal?

[[Gómez]]: Voy a intentar luchar por la medalla en el 400 libres que es mi prueba principal, pero bueno, hay que sentir y nadarlos; serán mis opciones más claras, pero hasta que no se nade no hay nada claro.

[[Hale]]: ¿Has competido en los Juegos Paralímpicos de Verano de Londres 2012?



Marta Gomez en Madrid-Barajas Airport  
Fuente: Laura Hale/Wikimedia Commons

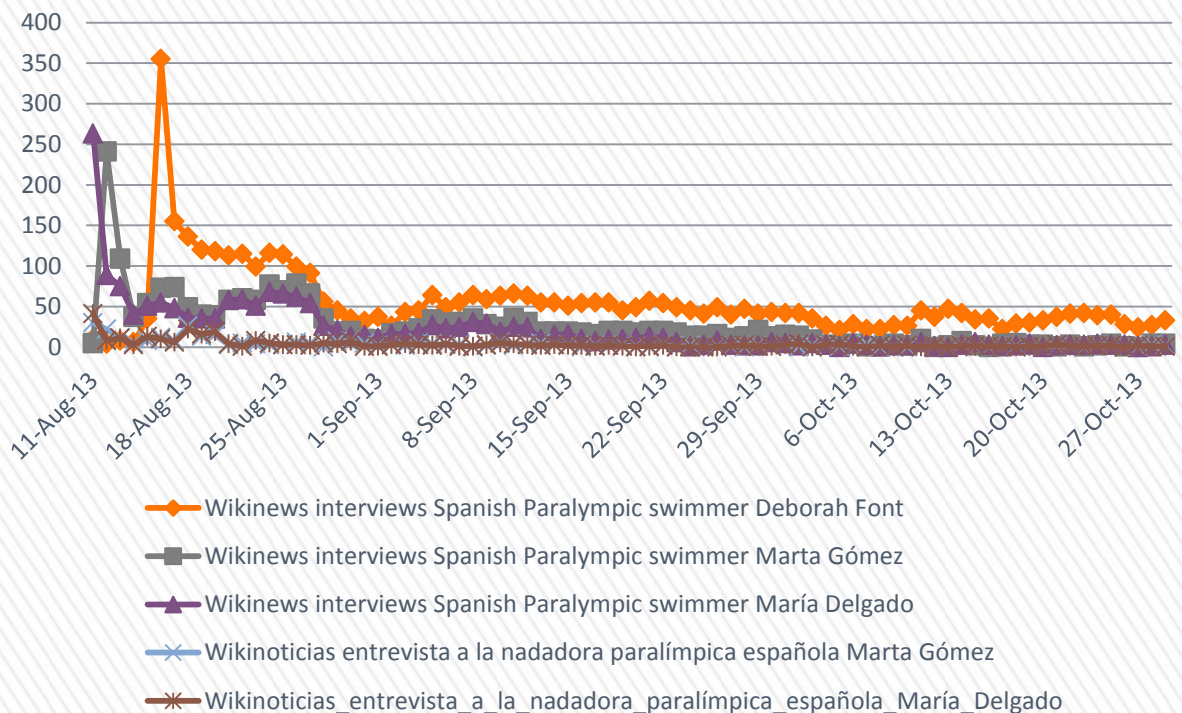


Wikinoticias entrevistas nadadora paralímpica española  
Fuente: Laura Hale/Wikimedia Commons

# Accomplishments



5 interviews were conducted for English Wikinews, but problems with getting a Spanish transcriber meant only 3 of these interviews were published. Of the 3 published interviews, 2 were translated for Spanish Wikinews. While the interviews were not published, the audio was uploaded to Commons and can be used on articles about these competitors. Traffic levels to the Deborah Font interview remained relatively high, getting more views than the English Wikipedia article about her. As of October 28, there have been 8,715 total views to the interviews.



# En and Es Wikinews





All English Wikinews interviews were shared on Twitter, with the Marta Gómez article being shared by 4 different accounts, and the other two interviews being shared twice. On Twitter, Wikinews has a potential audience reach of approximately 6,000 accounts.

On Facebook, the Marta Gómez interview was shared by two people and had 4 total likes. The María Delgado and Deborah Font interviews each had one share and no likes. The Font link on Facebook was viewed by 378 people, Gómez by 347 and the Delgado interview by 381 people.

Spanish Wikinews, both on Twitter and on Facebook, is not good at publicizing their own published articles despite having over 90,000 followers on Twitter. This means they are unable to leverage their own audience to drive traffic and attention to their work. This has been pointed out to them, but changes in their social media practices are slow in coming.

# Wikinews Social Media >

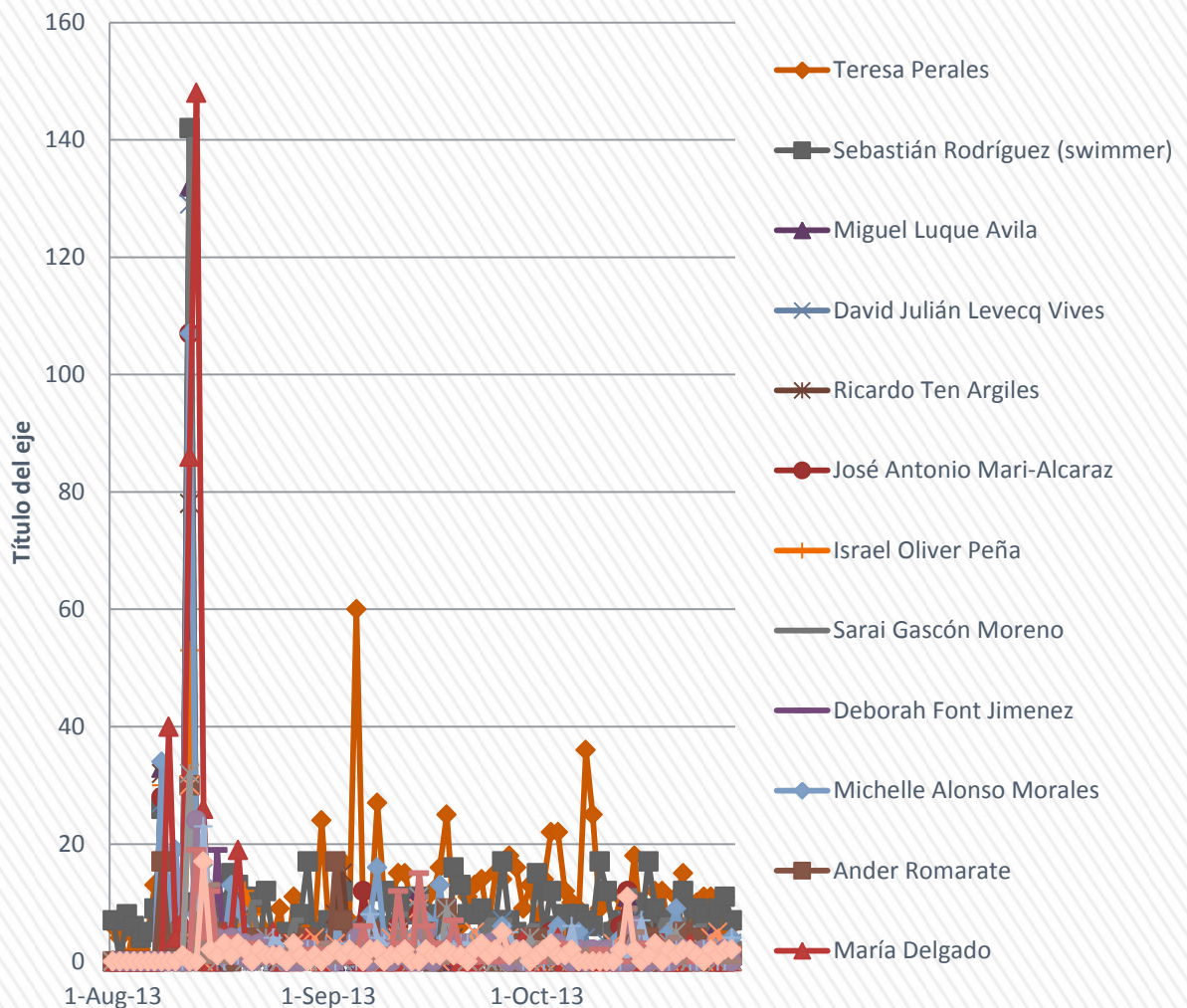
12 pictures were taken of Spanish swimmers. 6 of the pictures were used on 8 different articles in 2 Wikinews projects and 3 Wikipedias.



Images by Laura Hale (CC-BY-3.0)

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Views to English Wikipedia articles peaked during the World Championships, with the top 4 days for combined total peak views happening between August 8 and August 14. Since August 1, there have been 5,859 views to articles about Spanish swimmers at the 2013 World Championships.

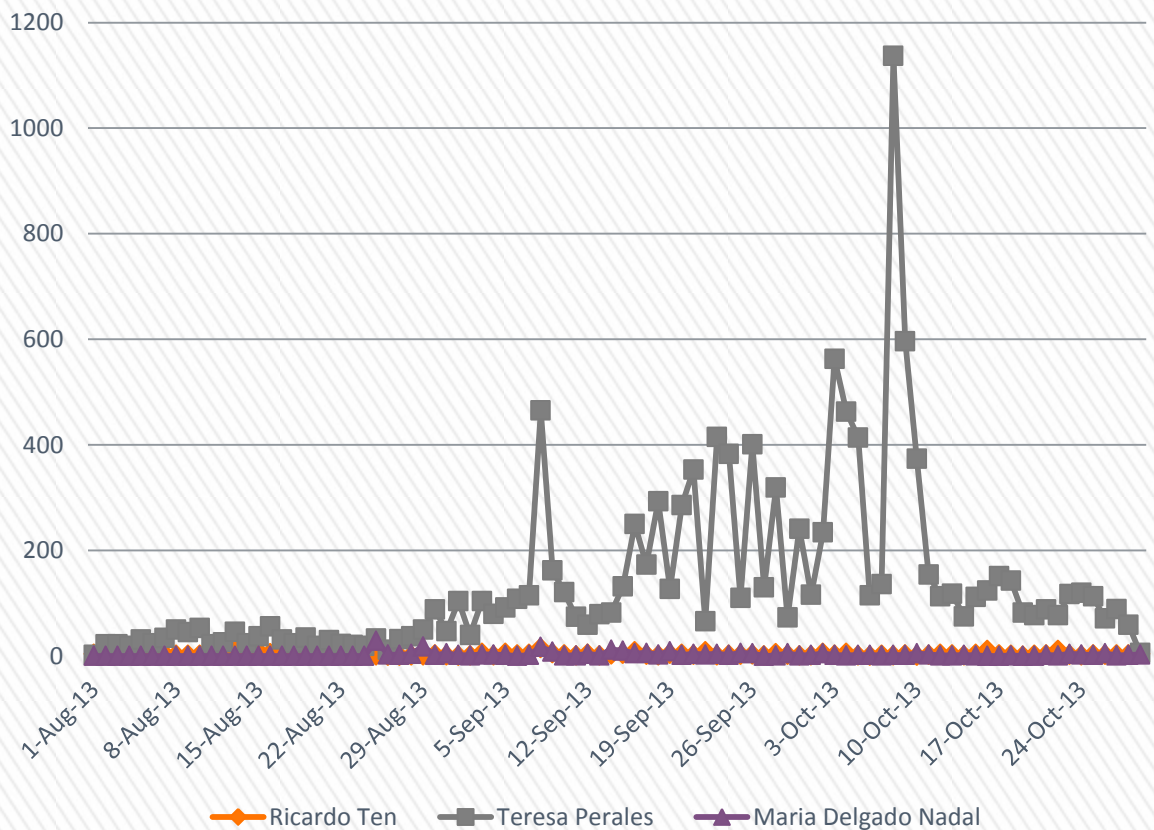


# English Wikipedia





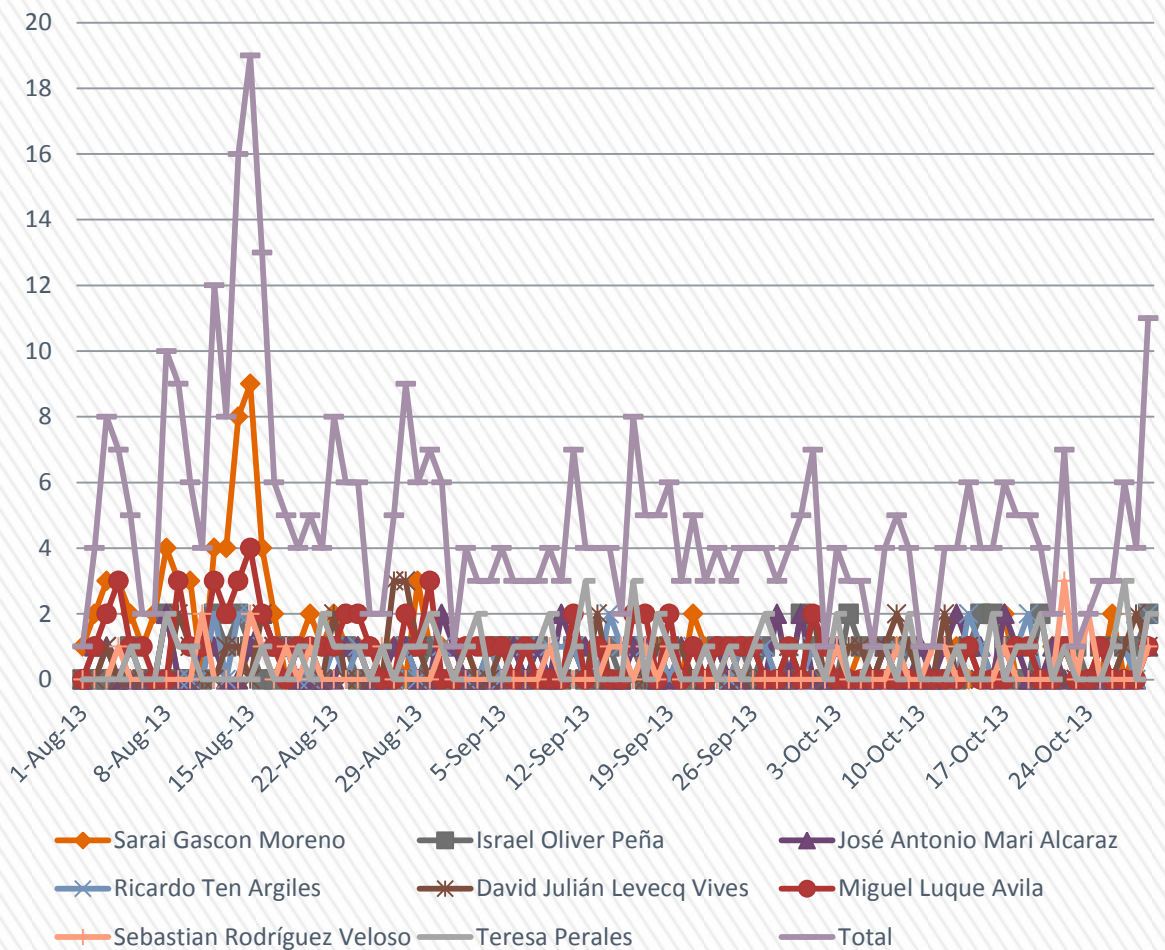
Organic updating of Spanish Paralympic articles on Spanish Wikipedia is slowly happening. Organic article creation lags. For this reason, the number of articles about the swimmers on Spanish Wikipedia is 3. The large numbers of page views are because of Teresa Perales, with much of the work on the article done when she was interviewed earlier in the year. Combined, there were 13,029 views between August 1 and October 29, 2013.



# Spanish Wikipedia



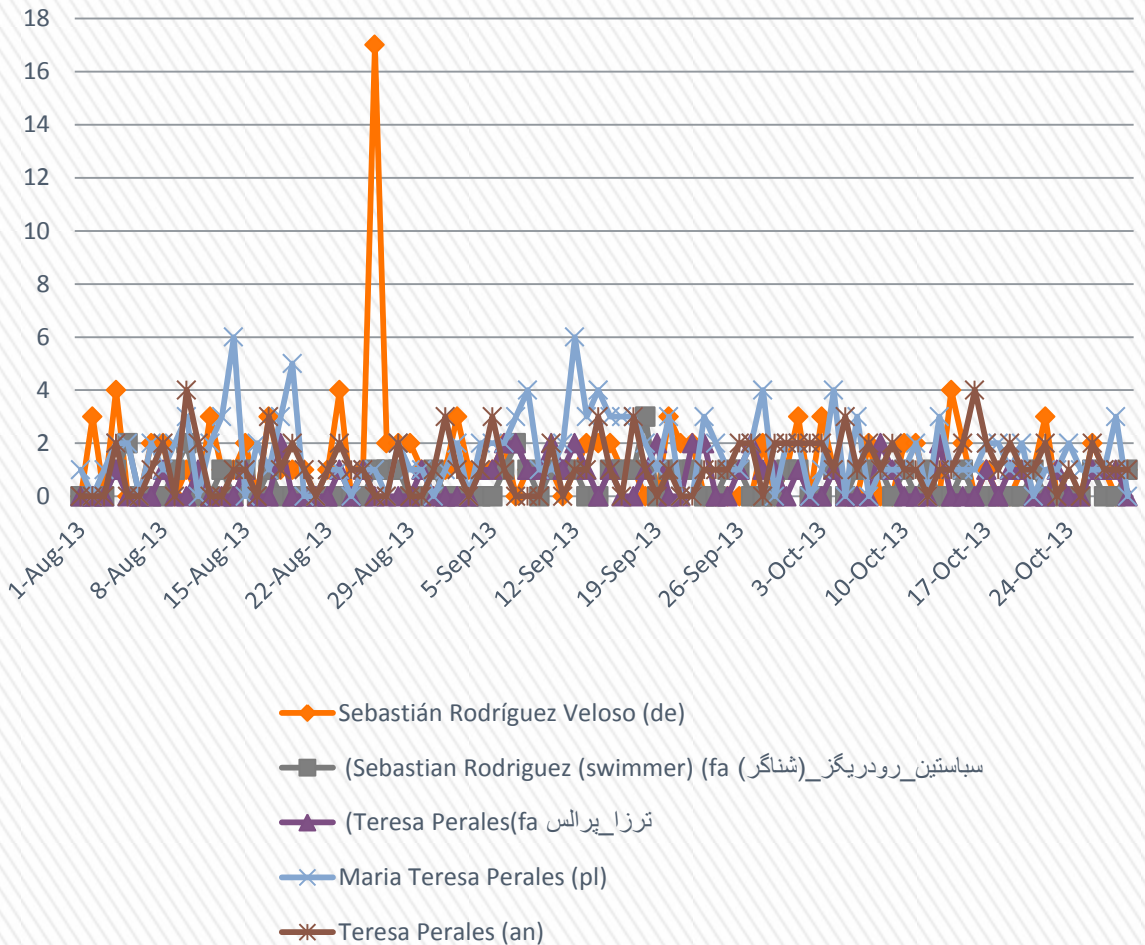
Simple English Wikipedia articles are shorter than their English Wikipedia counterparts. The project on the whole gets fewer views. While views peaked during the World Championships, the peak was at 19 views. Combined from August 1 to October 28, there were 440 views to the 8 articles about Spanish swimmers.



# Simple English Wikipedia



Articles about Spanish Paralympic swimmers at the World Championships appeared on 4 other language Wikipedias (Aragonese, German, Farsi, Polish). Combined, they had 455 total views between August 1 and October 28. There was no correlating traffic peak during the World Championships.

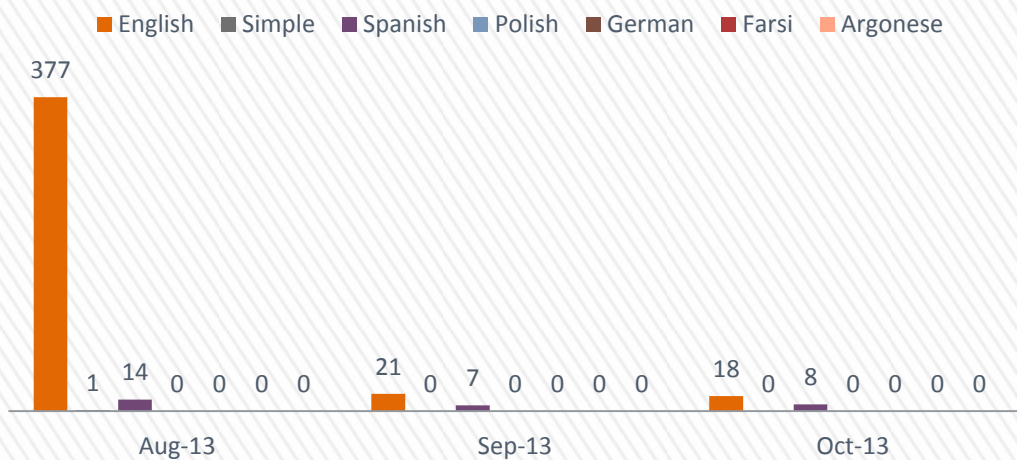


# Other Wikipedias



Most of the English Wikipedia content work was done in early August. Simple English Wikipedia work was done as part of a larger effort to create articles about all Spanish Paralympic medalists. Other languages had the content already there. The articles were not updated live, during the competition.

### Total Edits



Only English and Spanish Wikipedia articles were edited after the competition. Spanish Wikipedia articles were the only ones edited by anonymous users who are not regular contributors to Wikipedia.

# Wikipedia Editing



There is an opportunity for greater promotion of newly created or newly improved Wikipedia articles on social media sites like Facebook and Twitter. None of these articles were linked for promotion. The existing links for all languages were for Teresa Perales, with no new links posted to the article during the World Championships.

Wikipedia itself does link to articles on Twitter or Facebook. There are some accounts that tweet links to articles, but these are tied to things like Did You Know, which was not done for this batch of articles.

The articles promoted on social media during the Athletics World Championships demonstrate the potential reach for articles, and how this can be used to engaged others in the Spanish Paralympic and sporting community. *This is key.* The additional attention would also increase the chances of organic article updating, media use of these articles and less CPE resources required to update content on the CPE's website.

# Wikipedia Social Media >