

Photo contests- school version

	1. Please specify for your program	2. Ideas for evaluation
Changes beyond the target group (impact)	<i>Argentina and its historical, ecological and cultural heritage is mainly, and better represented, in Wikimedia Commons and Wikipedia</i>	<i>Number of quality images uploaded and quality articles created or improved.</i>
Change in condition/ situation	<i>New users involved in creating quality content in Wikimedia Commons.</i>	<i>Number of new users involved. Retention rate.</i>
Change in action	<i>Students upload images portraying their local heritage to Wikimedia Commons (at least #100). Students improve Wikipedia content by including images (at least #150).</i>	<i>Number of images uploaded. Number of articles improved by positioning images</i>
Change in skills, knowledge or motivation	<i>Students get familiar. with Wikimedia Commons and Wikipedia (70% skill improvement).</i>	<i>Survey conducted.</i>
Satisfaction	<i>Students enjoy the activity (At least 80%) Teachers find the activity useful to improve students' knowledge about their local heritage.</i>	<i>Survey conducted.</i>
Participation	<i>At least 100 students.</i>	<i>Number of students involved. Number of teachers involved. Number of institutions.</i>
Activity	<i>Editing contest (1)</i>	<i>Number of activities</i>
Inputs/ Resources	<i>Staff time, teachers' time, students' time, volunteers' time, prizes & merchandising.</i>	

Target group:

High School teachers and pupils.