

## Photo contests- GLAM

	<b>1. Please specify for your program</b>	<b>2. Ideas for evaluation</b>
<b>Changes beyond the target group (impact)</b>	<i>Argentina and its historical, ecological and cultural heritage are best represented in Wikimedia Commons and Wikivoyage.</i>	<b><i>Number of quality images uploaded and quality articles created or improved.</i></b>
<b>Change in condition/ situation</b>	<i>Users starting to edit</i>	<i>Number of editions.</i>
<b>Change in action</b>	<i>Content in Wikivoyage improved by creating or improving new articles (#50) New quality images uploaded to Wikimedia Commons (at least 3000)</i>	<b><i>Number of images uploaded. Number of articles improved by positioning images.</i></b>
<b>Change in skills, knowledge or motivation</b>	<i>Participants get familiar with Wikimedia Commons and learn how to improve an article by adding images. They are also introduced to editing on Wikivoyage.</i>	<b><i>Survey conducted</i></b>
<b>Satisfaction</b>	<i>Participants enjoy the photo-editing contest and would participate in future editions.</i>	<b><i>Survey conducted.</i></b>
<b>Participation</b>	<i>At least 200 participants.</i>	<i>Number of individuals involved.</i>
<b>Activity</b>	<i>Photo &amp; editing contest.</i>	
<b>Inputs/ Resources</b>	<i>Staff time, volunteers' time, prizes &amp; merchandising,</i>	

**Target group:**

Users, wikimedians, non-wikimedians, editors.

