Wikimedia CEE Meeting 2015

Wiki Loves Everything…

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Wiki loves everything...

Wiki Loves Monuments: 2011-15: http://www.wikilovesmonuments.org/
Wiki Loves Earth: 2013-2015: http://wikilovesearth.org/
Wiki Loves Art: 2009, 2012: https://en.wikipedia.org/wiki/WP:WLART
Wiki Loves Belgian Art, 2016 :
https://be.wikimedia.org/wiki/Wiki_Loves_Art_2016
Wiki Loves Dutch Art: 2016:
https://nl.wikimedia.org/wiki/Wiki_Loves_Art_2016/Project
Wiki Loves Public Art: 2012-2013: http://wikilovespublicart.org/
Wiki Loves Africa, 2014, 2015: http://wikilovesafrica.org/
Wiki loves Libraries: https://en.wikipedia.org/wiki/WP:WLL
Wiki loves e-textbooks: 2014: http://wikiepodreczniki.pl/
Wiki Loves Food: 2015: http://wikilovesfood.org/
Also:
Europeana projects:
https://meta.wikimedia.org/wiki/Europeana/Projects

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The core idea:

OK, so we love something therefore we want to picture it, record it or write about it and persuade others to join us...

It is obvious that as we love it – will we do it anyway... sooner or later...

so the key issue is:

How we can persuade others to join?

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Approaches:

WLM/WLE – make a contest with list of objects to photograph and easy upload system:

Pros: Big numbers of pictures uploaded (over 100 000 globally)
quite a numbers of newbies,
creation of lists of objects,
cooperation with GLAMs (if contiunued)

Cons:
Very low retention of newbie users – they don't stay with us
Overal poor quality of pictures – they upload lots of crappy pictures..
No, or very little textual input.

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Approaches:

WLAfr/WLArt/WLFood – make a contest with no list of objects to photograph, but with general idea what to do and easy upload system:

Pros:
Quite a number of uploads (around 10000 per contest)
Some textual input as well
Quite a number of newbies – focused on selected groups
Cooperation with GLAMs (if contiunued)

Cons:
Very low retention of newbie users – they don't stay with us, especially if pictures uploaded via Flickr (Wlafr and Food)
Many crappy pictures, deleted edits

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Approaches:

WLetext/Europeana – make a contest with no or with list of objects to photograph and edit, but with narrow, well defined focus.

Pros:
Limited number of uploads (less than 1000), but very few crappy ones
Limited but good textual input – especially if combined with workshops
Limited number of newbies – focused on selected groups
Cooperation with GLAMs (if continued)

Cons:
Still not very high retention of newbies – but some stay with us
Limited, narrowed effect.

Perfect WL* contest?

Just to combine pros and get rid of cons:

We want:
- **high retention of users/many new users**
- **a lot of new, good content**

Focus: general or narrowed? - it depends
Easy upload – or let users taste our normal workflow? (I woud opt for normal with some aid).
Combine editing and uploading – how? (good example WikiMedTrans) - or let's expand CEE Spring to pictures (?)
Meet the people: edithathons, workshops etc..
Give feedback to users – how? (FB, blogs, direct contact?)
Take care of users after the contest – how? (Taskforce of Wikiguides?)

Perfect WL* contest?

We want:
- **high retention of users/many new users**
- **a lot of new, good content**

1. Choose a topic but not too narrow nor to vague rather with list of desired objects
2. Objects should be around you, easy to access (WLEarth lesson)
3. Have as many as possible partners – especially local ones
4. Upload – a bit easier than normal but not too easy – let people fill the forms with some data they gathered
4. After upload – ask them for textual contribution (good example WLFood, WLAfrica)
5. Organize local workshops/edithathons etc. - as many as possible
6. Have a taskforce to communicate with participants – (some sort of selection of most promising ones needed)
7. Organize something after the contest – celebration for participants, exhibition, informal meeting
8. Create an opt-in list of participants and observe their progress
9. Consider turning the contest into regular project (good example WikiMedTrans)
10. Learn on your mistakes – colect statics, make surveys, etc..)

Why I don't believe in automated user retention statistics

1. People change their usernames (more frequently than we think)
2. People use various usernames for contests and for regular editing
3. People use to forget their passwords
4. No one has measured the usernames changes and using more than one usernames on retentions statistics (it is immposible due to WMF privacy policy)

So, what to do?
1. Collect people E-mails
2. Keep real, regular, human contact with them
3. Organize surveys

Lot's of work ? Yeah... but it is possible to do – at least with several WLM 2016 local contests...

Thank you

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