

Wikimania 2013: Workshop Proposal “Wiki Loves Monuments – Realizing the Outreach Potential of the Photo Contest and Thinking Ahead”

Background:

Over the past 3 years, the Wiki Loves Monuments photo contest has developed from a one-country activity into a global endeavor that every year in September brings Wikimedians, Wikipedians, and photo enthusiasts together in order to shoot great pictures illustrating Cultural Heritage and to make them available on Wikimedia Commons.

The photo contest has turned out to be an excellent tool for the community to reach out to new contributors. Anecdotal evidence shows that, by carrying out targeted outreach activities, the contest allows to effectively reach fractions of the population which hitherto have been largely under-represented within the Wikipedia community, such as older people. However, such concerted efforts to reach out to new contributors, and especially to retain them within the community thanks to follow-up activities, have been few and far between, leaving much potential unused. This is the first challenge we would like to address with our workshop.

A second challenge that we would like to address, and that goes partly hand in hand with the first one, is the necessary transformation of the contest, as the official lists of cultural properties will get more and more saturated. – It won't be long before we will have good pictures for virtually every official cultural object in some countries, thus reducing the usefulness of the contest with regard to the illustration of Wikipedia articles.

Objectives of the Workshop:

- Present existing best practices with regard to the outreach to and the retention of new contributors in the context of the photo contest; brainstorm ideas for innovative approaches.
- Present and discuss approaches aiming at the transformation of the photo contest, in order to ensure its sustainability while preserving its present focus on generating great pictures for the illustration of free knowledge and on reaching out to new contributors.

Structure of the Workshop:

Introduction (5 minutes)

Presentation of 3-4 best practice examples (20 minutes)

Discussion of best practices, brainstorming (20 minutes)

Presentation of ideas for the transformation of the contest in the future (10 min)

N.B.: Proposals for the transformation of the contest will be collected before the conference and made available to the participants in form of a synthesis.

Discussion (15 min)

Target Audience:

Volunteers and staff members that have been involved in the organization of the Wiki Loves Monuments photo contest and people intending to do so; (future) participants of the photo contest; Wikipedians that have made use of pictures taken in the context of the contest or are intending to do

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