Wiki loves everything...

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Wiki Loves Monuments: 2011-15: http://www.wikilovesmonuments.org/
Wiki Loves Earth: 2013-2015: http://wikilovesearth.org/
Wiki Loves Arts: 2009, 2012: https://en.wikipedia.org/wiki/WP:WLART
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....

Also:
Europeana projects:
https://meta.wikimedia.org/wiki/Europeana/Projects

Wiki loves everything...

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,
quite a numbers of newbies,
creation of lists of objects,
cooperation with GLAMs (if continued)

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 – 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
Some textual input as well
Quite a number of newbies – focused on selected groups
Cooperation with GLAMs (if continued)

Cons:
Very low retention of newbie users – they don't stay with us
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, but vey 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 contiunued)

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?
Easy upload – or let users taste our normal workflow?
Combine editing and uploading – how?
Meet the people: edith-athons, workshops etc..
Give feedback to users – how?
Take care of users after the contest – how?

Thank you

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