

# RECRUITING CITIZEN SCIENTISTS

NANCY, BHAVYA & SIGRID

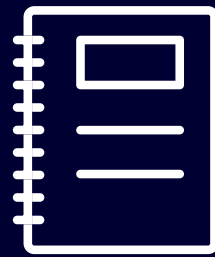


# PROBLEM STATEMENT

The lack of awareness around citizen science and accessibility barriers in scientific research present difficulties in the recruitment of citizen scientists.

# OUR RESEARCH

## ACADEMIC RESEARCH



We took a look at the current literature and online forums to understand what current obstacles to citizen science are.

## SURVEYS



Conducted an online survey to understand general knowledge about citizen science and attitudinal feedback.

# ACADEMIC RESEARCH FINDINGS

## Inclusivity and accessibility in science

1

Recruitment process matters! So do benefits and recognition.

2

Include scientists with disabilities in all conversations. Validate different conditions and resources needed to do the research.

3

Involve different ways to approach or process the research data.

# ONLINE SURVEY DEMOGRAPHICS

05

**159**  
PARTICIPANTS

**90%**  
PARTICIPANTS  
18-34 years old

**61%**  
PARTICIPANTS  
Female identifying

# GENERAL SURVEY INSIGHTS

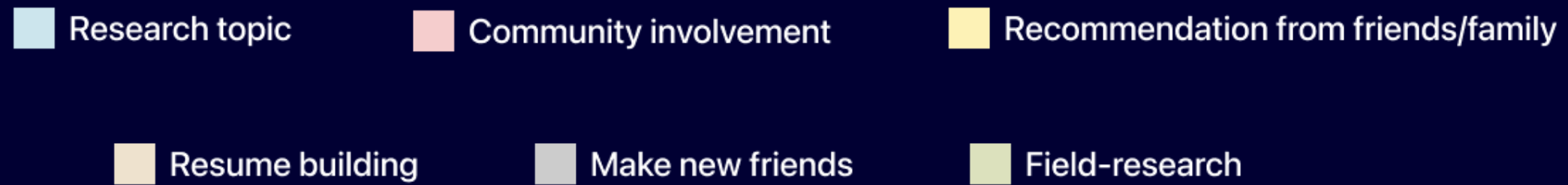
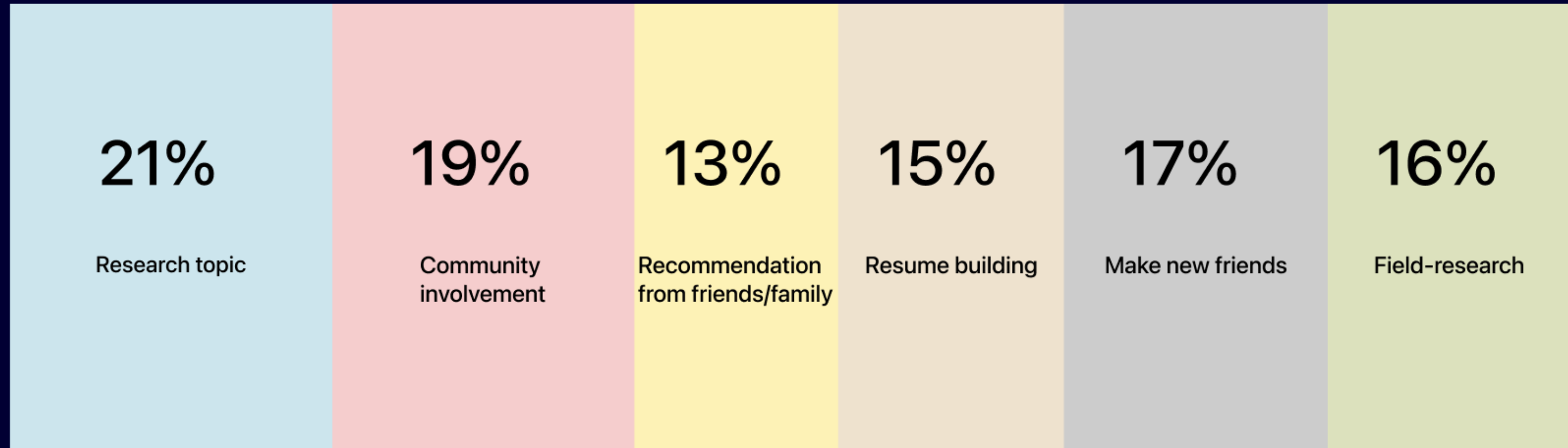
06

Obstacles preventing higher participation

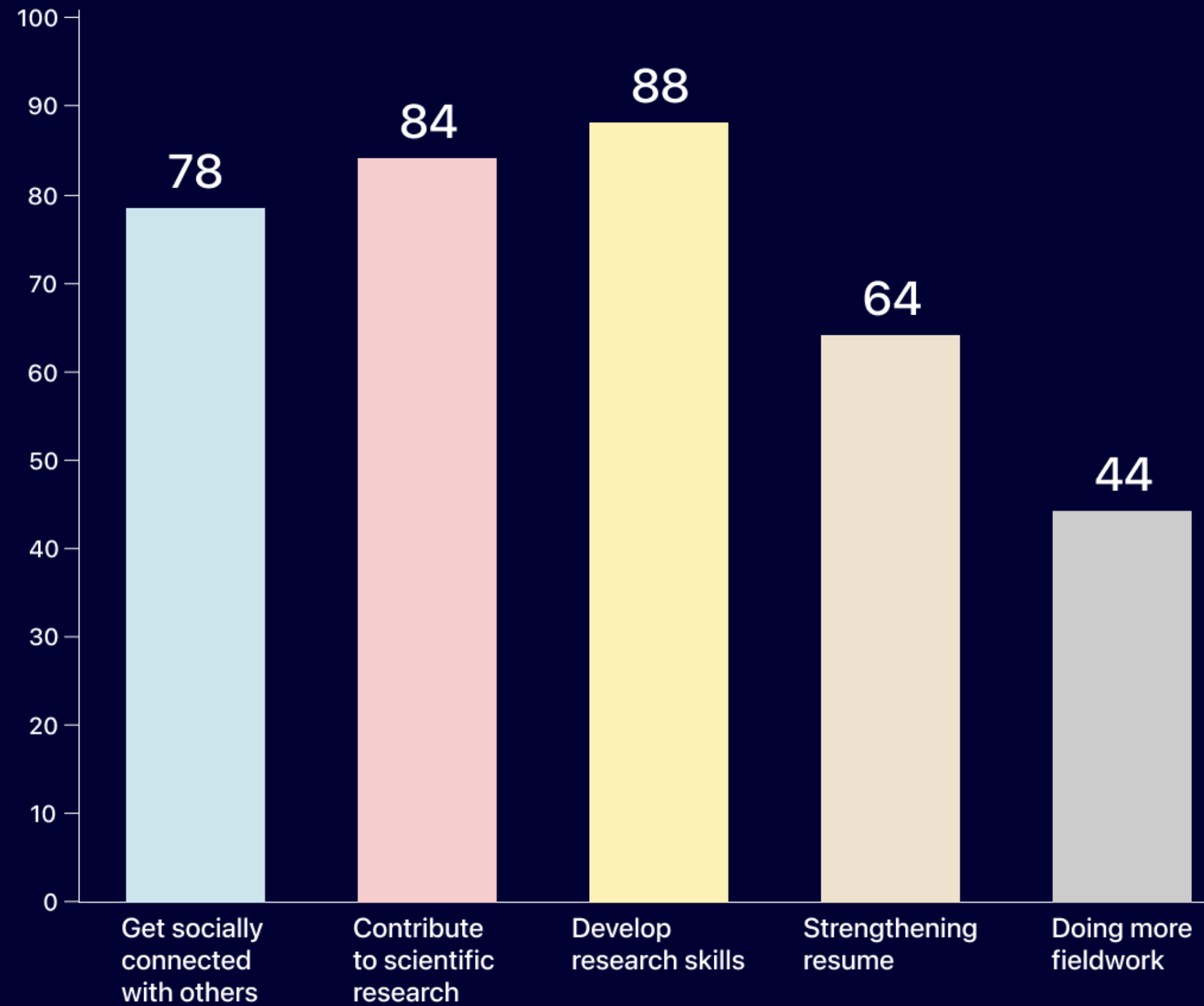
- Lack of motivation to participate in a citizen scientist project without relevant incentives
- Unaware of citizen science
- Not easily accessible
- No projects of specific interests

# WHAT SEEMS MORE INTERESTING?

07

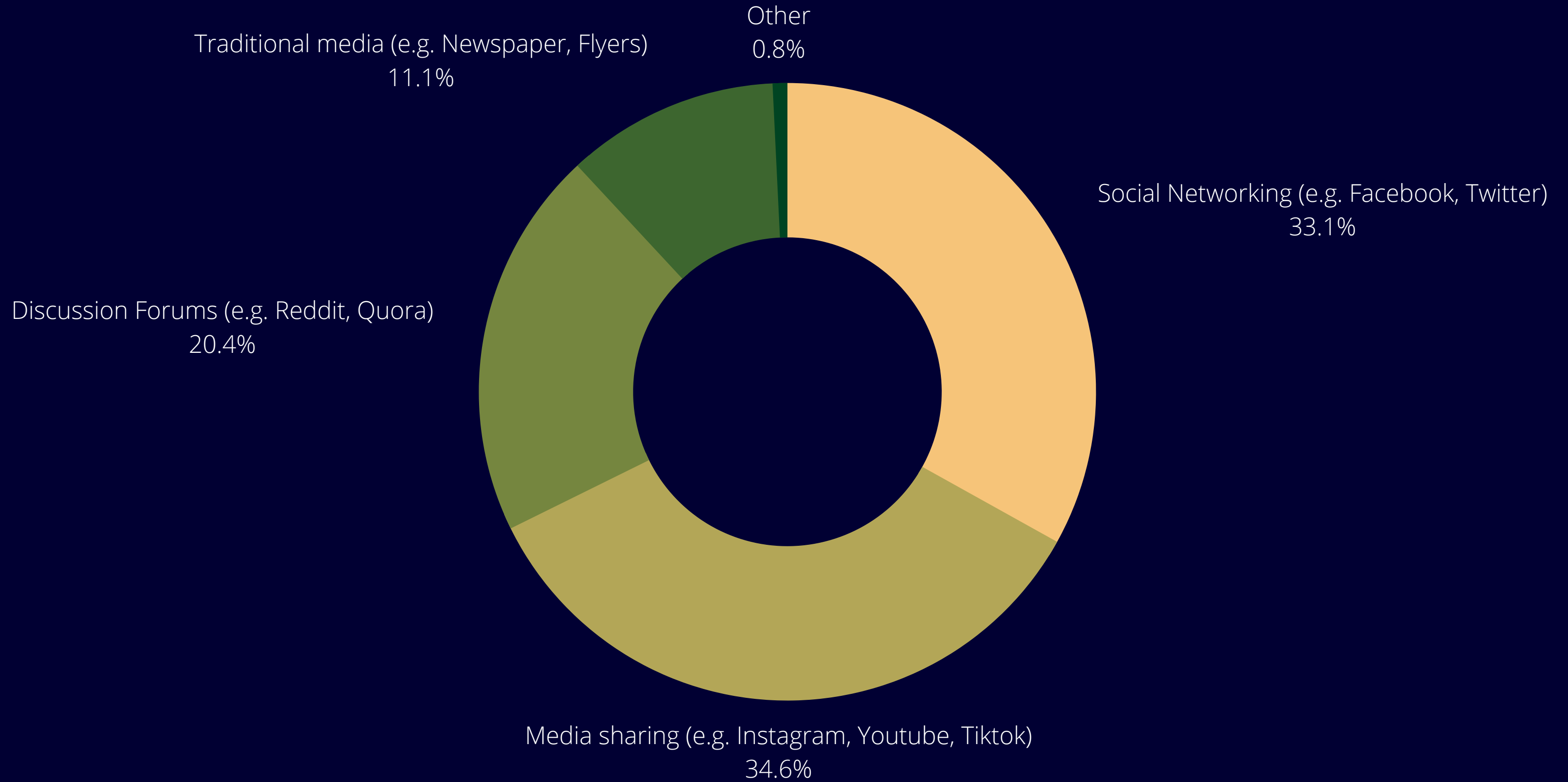


# WHAT PARTICIPANTS HOPE TO GAIN





# WHAT PLATFORMS DO YOU PREFER?





# Henry

*“ We never talk accessibility barriers to science ”*

## Goals and Objectives

- Hoping to connect with more people in his age.
- Hoping to get involve in some activities that doesn't require too much physical work.
- Participate in group field research and meet other citizen scientists

## Bio

- Retired five years ago
- Lives alone
- Used to work as a carpenter
- Got a spinal cord injury through a work accident
- Likes to read and listen to rock music
- Always willing to talk with others

## Technical Skills

★☆☆☆☆

## Motivations and Frustrations

### Frustrations

- Aging and spinal injury restricted Henry's flexibility to some extent, which made him worried about whether what he could contribute
- Unsure about whether citizen science projects would welcome people in his age
- Unsure about whether he can get along with teenagers

### Motivations

- Make new friends
- Do more outdoor activities
- Get involved and contribute to Science

## Location

Boston, Massachusetts

## Pronaouns

He/him

## Age

70 yrs

## Occupation

Retiree

## Type of User

Retiree wanting to engage in scientific research

## Why citizen science?

Henry longs for company and a sense of community as he has been living alone over 10 years. His children are out of state and can't visit him often, so he wants to participate in more community activities within his physical capacity to not feel socially isolated.



# Maria

*" Many people underestimate what blind scientists can do. If scientific research projects were better accommodatef for the low vision community, I think we could all benefit greatly from it."*

## Goals and Objectives

- Hoping to get more involved in citizen scientist projects to meet other science loving students.
- Connect with other low vision scientists
- Participate in group field research and meet other citizen scientists

## Bio

- Active lifestyle
- Legally blind
- Loves science, sports and nature
- Likes to listen to podcasts and audiobooks
- Favorite animal: dogs

**Technical Skills** ★★☆☆☆

## Motivations and Frustrations

### Frustrations

- Accessibility barriers
- Lack of inclusive projects for visually impaired scientists
- Stereotypes about blindness
- Lack of CS community

### Motivations

- Get more research experience
- Make new friends
- Become more independent
- Have fun doing science

## Location

Seattle, Washington

## Pronouns

She/her

## Age

14yrs

## Occupation

Full-time Student

## Type of User

Middle-school student wanting to get involved in cs-projects

## Why citizen science?

Growing up in Washington state I have always spent a lot of time in nature. Through school I was introduced to the concept of citizen science, but never really got to partake in any research. I hope to find a project that has low entry barriers where I can also meet new friends and learn more about scientific research.

# SOLUTIONS

## POSTER

Physical and digital version

Braille and embossed eclipse

QR code

## INSTAGRAM AR FILTERS

Interactive

Quiz-style

Educational style

Fun



# POSTER DESIGN

A poster that can be physically and digitally distributed across platforms

## Style Guide



Font family

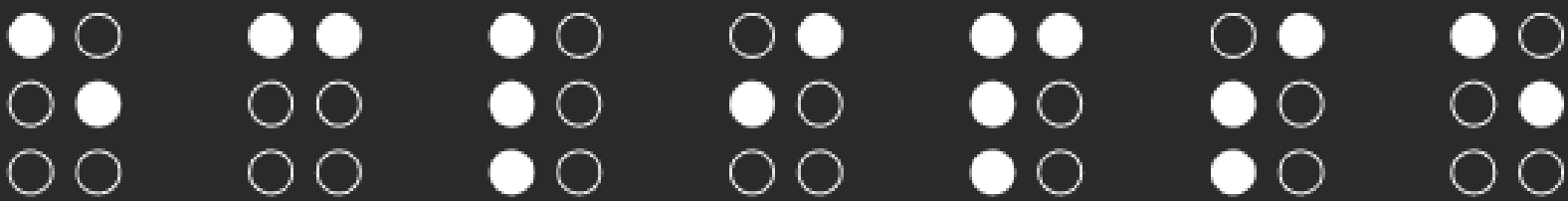
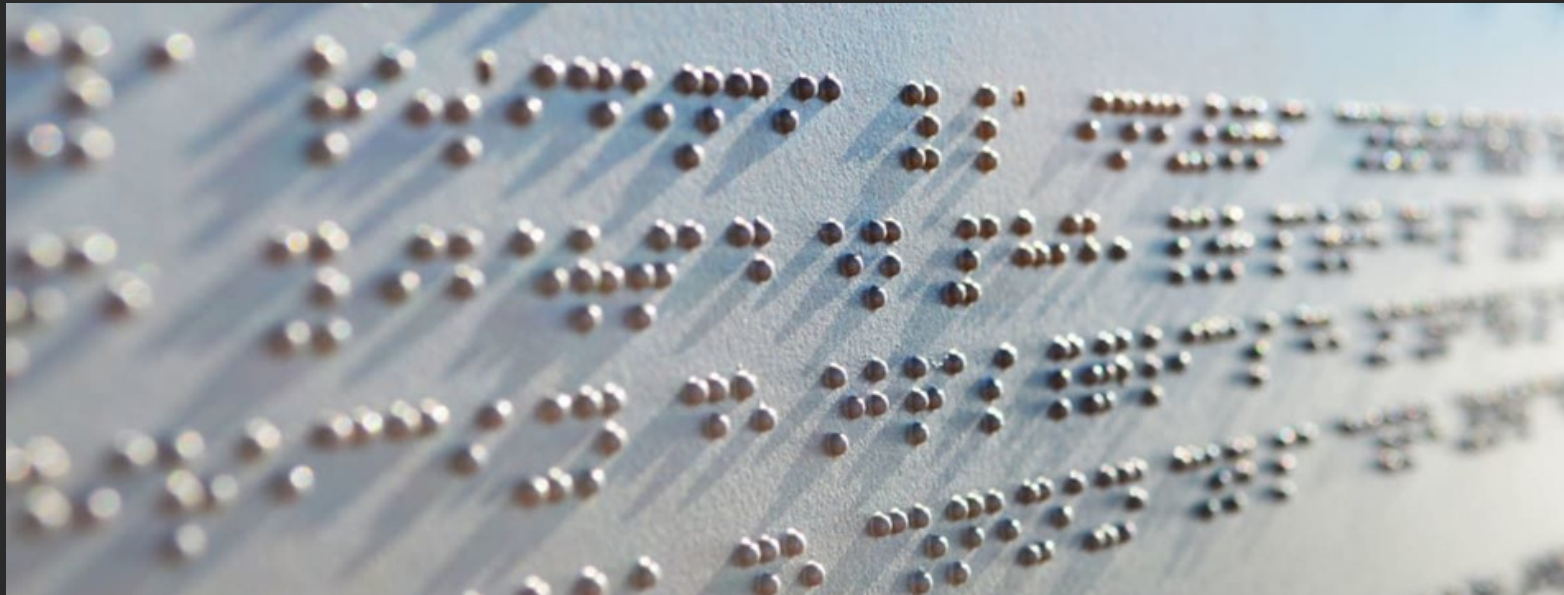
**Raleway**

Font Weights

**Bold** Regular Thin



# POSTER DESIGN



Embossed printing

Link to website



QR code for scanning





ECLIPSE  
SOUNDSCAPES

# WHAT, WHERE, AND HOW!

Accessible opportunities for citizen scientists to participate in real and meaningful scientific research focusing on how eclipses affect life on Earth.

Anyone can do citizen science! You don't have to be a citizen of any particular place in order to be a citizen scientist. And you don't need a science degree (or any degree!) to participate.

Follow the project on Facebook @EclipseSoundscapes, Twitter @EclipseSoundUDL, and Instagram @EclipseSoundscapes to stay updated and get involved in 2023 and 2024!

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Scan to learn more  
[www.eclipsesoundscapes.org](http://www.eclipsesoundscapes.org)



Eclipse Soundscapes is an enterprise of AITSA Lab, LLC.



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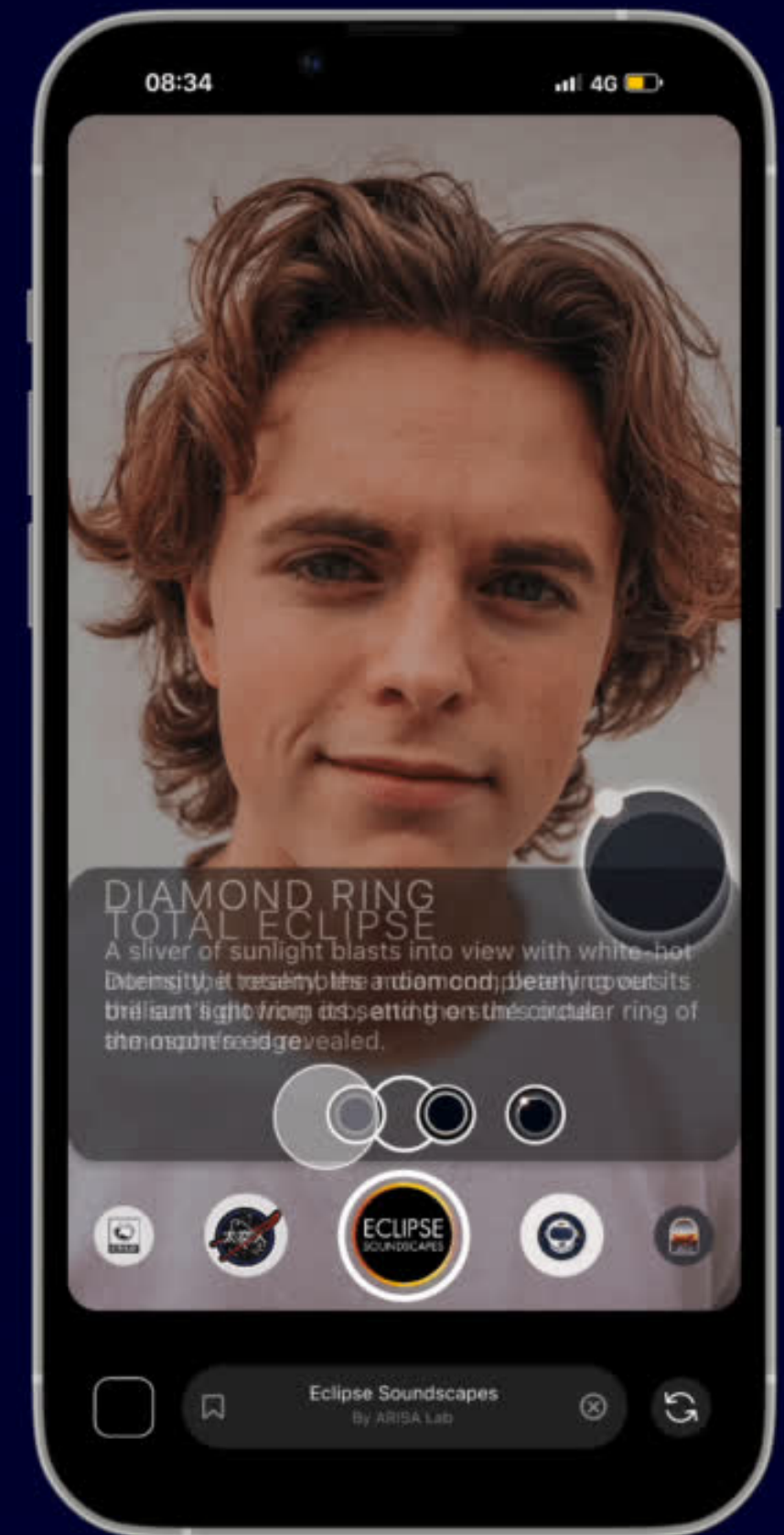
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# EDUCATIONAL AR FILTER

An **educational filter** that helps users access eclipse knowledge through social media platforms (e.g. Instagram)

- Target younger audience
- Increase engagement
- Have user-generated content with Instagram filters=>AR filters can be used to get a brand's followers to generate content for themselves

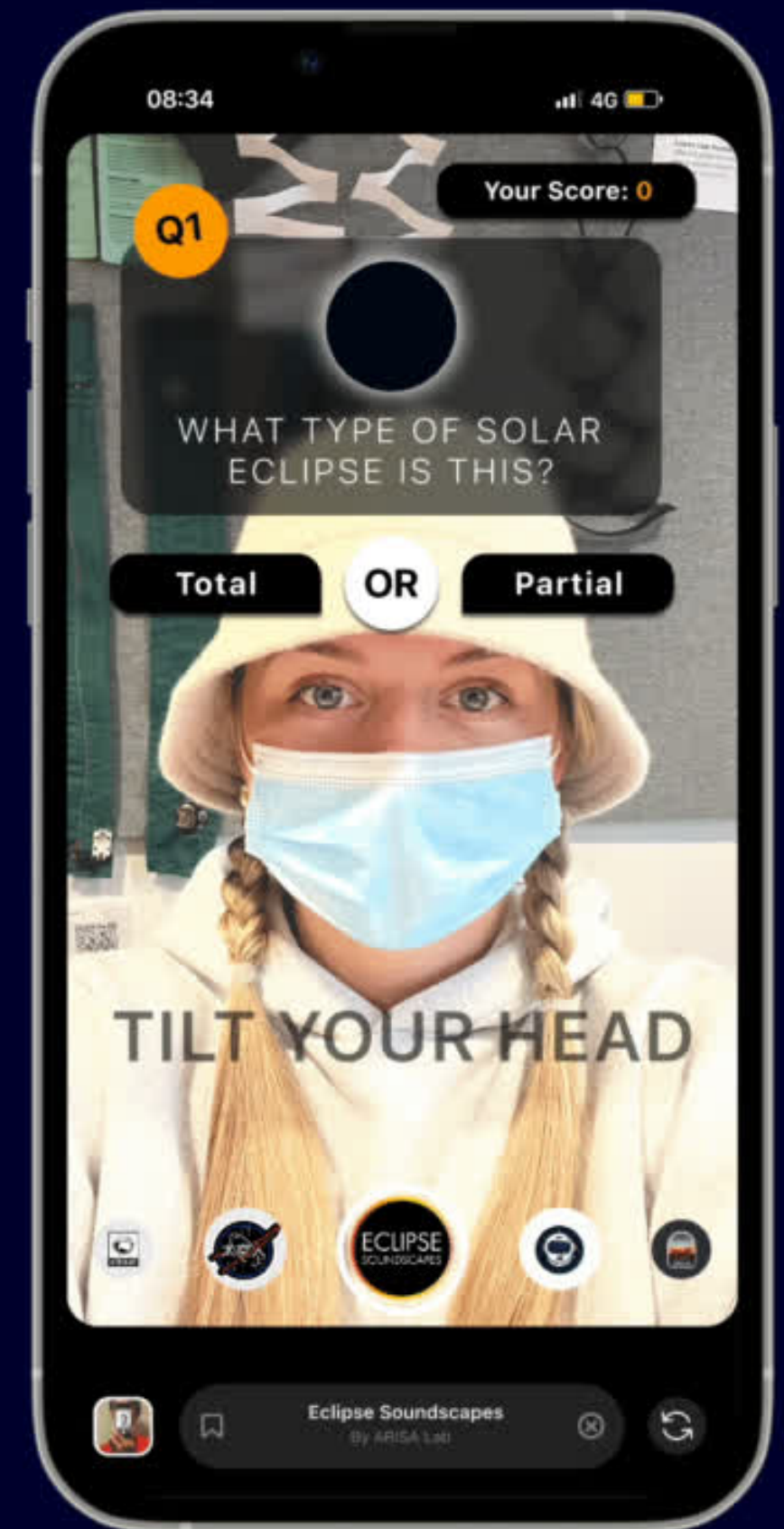




# QUIZ AR FILTER

An **entertaining and interactive filter** where users can quiz themselves and learn more about eclipses

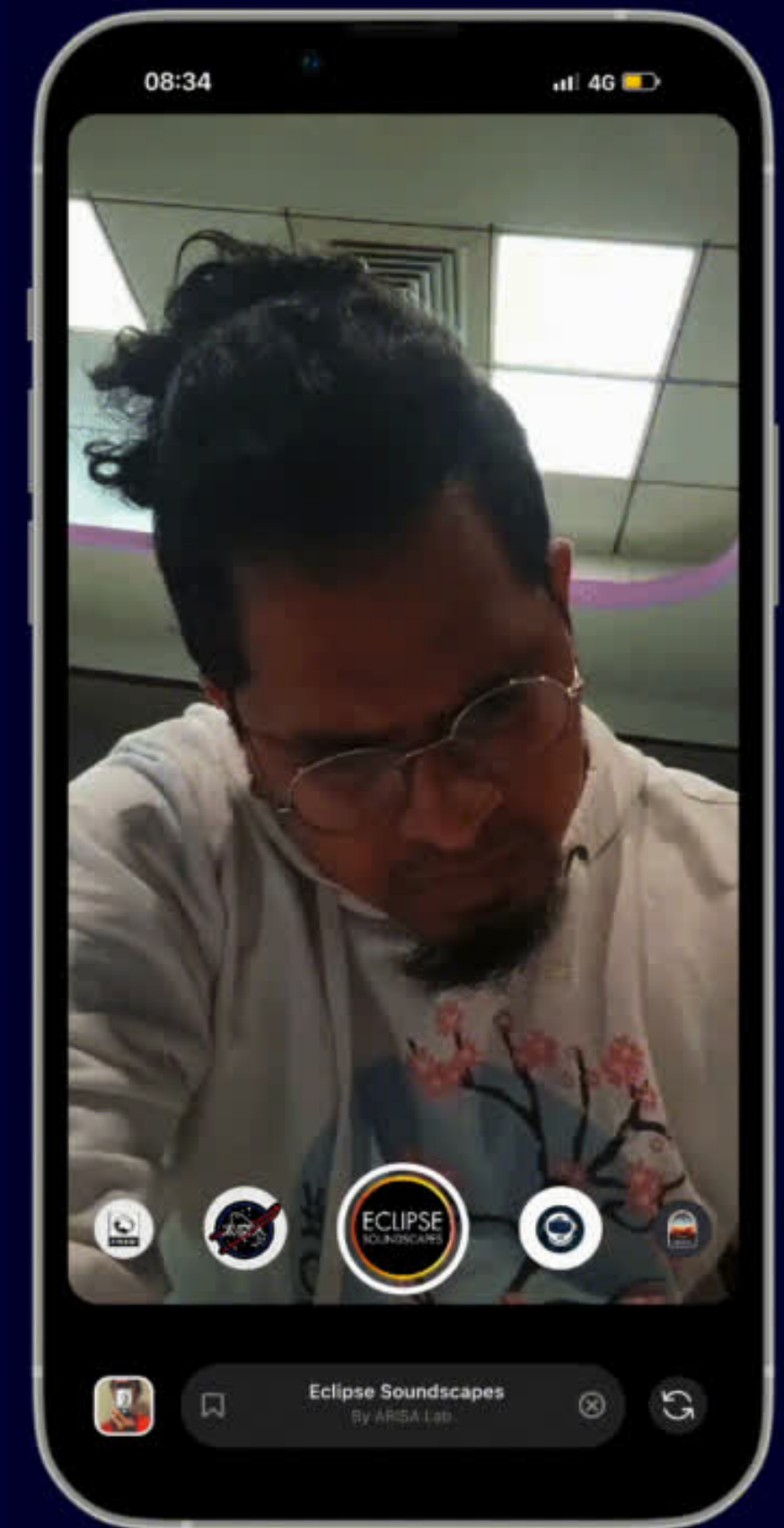
- Increase engagement
- More exposure on the platform
- Spark curiosity
- Boost brand credibility



# AR FILTER DEMO

An **fun and informative filter** where users can take selfies and learn more about eclipses

- Participating in relevant trends
- Fun way to deliver knowledge
- Increases popularity



# COMING TOGETHER

## FURTHER CONSIDERATIONS

- More visible Facebook community
- Promoting project in physical spaces
- Citizen Scientist recognition