



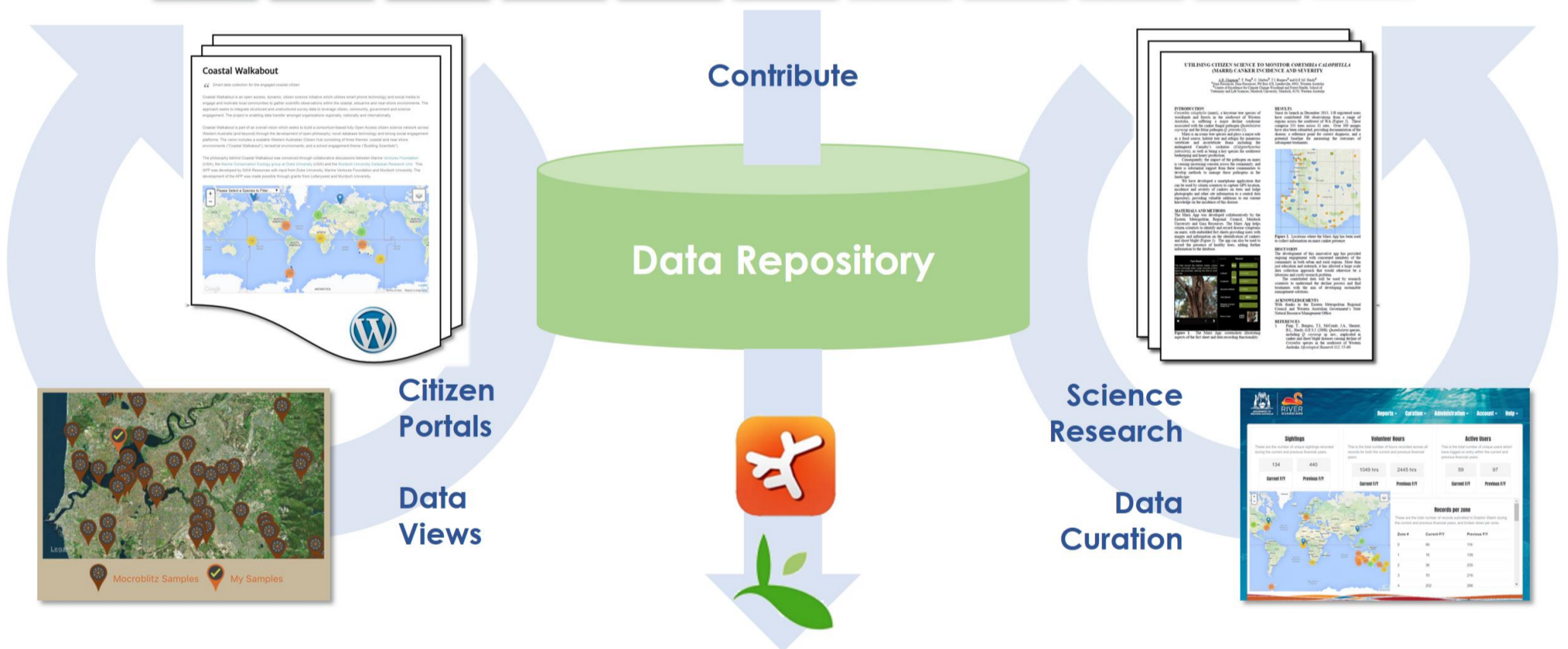
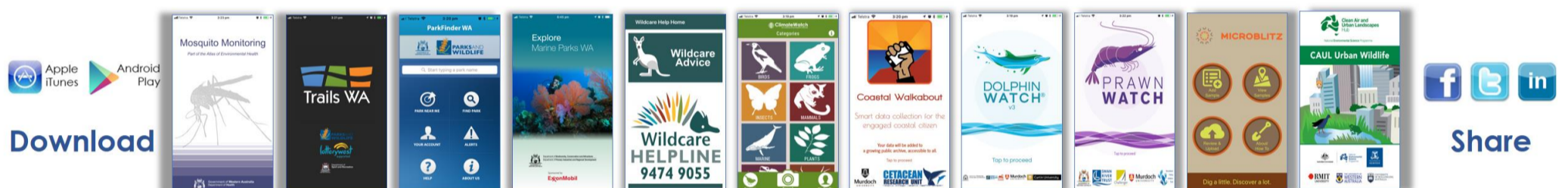
# Citizen Science Project Design and Continuous Engagement Strategies

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Citizen Science projects should be designed from the start with the desired outcomes clearly enunciated. These outcomes should not just consider the needs of project sponsors, data recipients or authors, but aim at delivering satisfactory outcomes for the contributing citizenry.

Engagement strategies are possibly the most critical part of a successful Citizen Science project. Without an engaged volunteer cohort who understand how to collect and contribute high-quality data, and continue to do so, most projects will fail to deliver successful outcomes.

Methods for recruiting, engaging, and retaining citizen scientists will be discussed, especially with respect to project design and delivery. Case studies will be used to exemplify some of the more successful strategies.



## Continuous engagement strategies

### Immediate engagement

- real-time data validation on observation
- acknowledgment of successful submission
- new observations immediately visible within the context of all other records - in app and online
- app support line, regular app maintenance
- notification of updates to contributed observations (eg. corrected species identification)

### Sustained engagement

- regular induction events for new volunteers
- regular training events on methods and app use
- meet the scientist events for further insights
- newsletter, emails, website all regularly updated
- volunteer awards, certificates, leader boards
- regular reporting of outcomes of project via - media, annual reports and scientific papers