

Can BioBlitzes be shaped according to participants' needs?

Hints and tips from audience survey experiences in Italy

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Different definitions – different activities

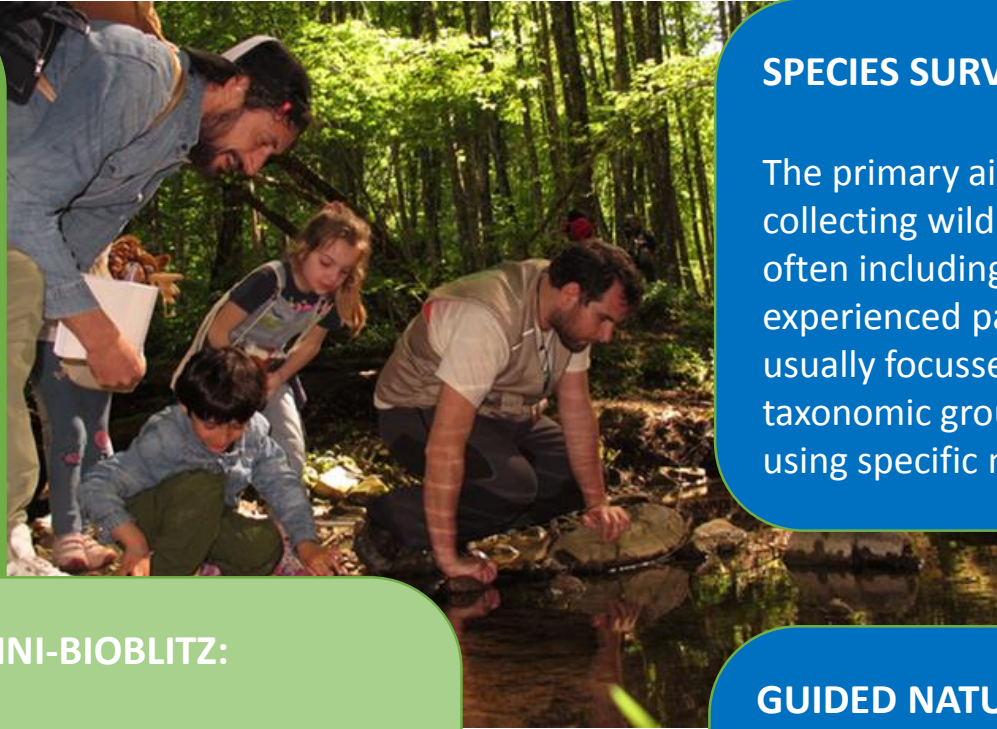


BIOBLITZ:

The “traditional” BioBlitz is a race against the clock to record as many different species and observations as possible within a defined site boundary and a defined time scale (usually 24h). Key features include the presence of expert naturalists alongside members of the public working side by side and the aim of recording all taxonomic groups.

MINI-BIOBLITZ:

This format derives directly from the “traditional” BioBlitz model, usually operating under a shorter timescale, covering a smaller area and/or with fewer participants than a traditional BioBlitz.



SPECIES SURVEY:

The primary aim of a SS is collecting wildlife data, often including more experienced participants. It usually focusses on a single taxonomic group or habitat, using specific methods.

GUIDED NATURE WALKS:

The primary aim here is public engagement. The focus is often less scientific, with an expert naturalist facilitating learning rather than data collection. GNW may be themed or generic.

CITY NATURE CHALLENGE:

Derived from a traditional BioBlitz model – CNC is an intercity competition organized by Los Angeles Natural History Museum and California Academy of Science. The 4 day of challenge encourages participants to submit records via a mobile phone app. Many cities also host a number of events (including BioBlitzes) as sub-formats.



Maremma (Tuscany):



Natura 2000 sites

All bioblitzes are organized in Natura 2000 sites (not always easy-to-reach places).



Scientific team

Scientists from Universities and research centers, but also experienced practitioners



Ospitality

Food, drink and accommodation are provided on site for researchers and Bb staff.



Registration

Registration is free, but compulsory and can be done on line and/or on site. Disclaimer modules are also provided.

Lombardy:



48 Protected areas

Including Regional Parks, local Parks and Natural Reserves



Scientific team

A total of 223 experts were involved in 2018 unevenly distributed among the different localities



I-Naturalist

5173 observations sent through the I-Naturalist app in 24h (2018).



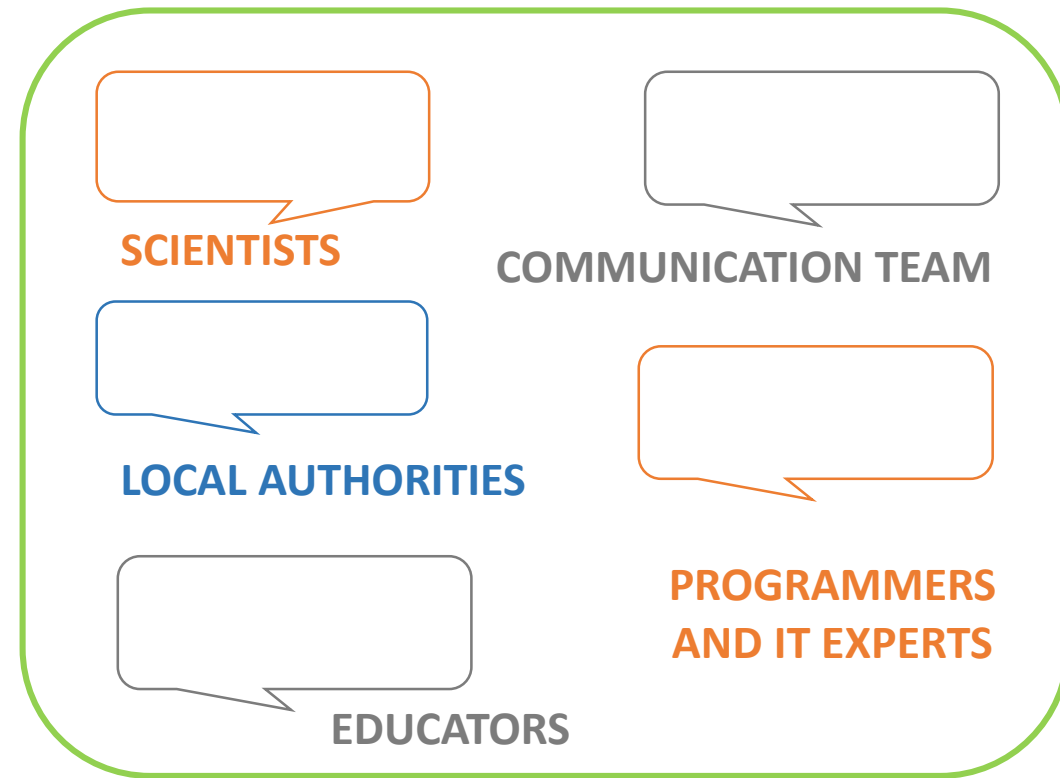
Organization

Activities included guided walks. More than 200 volunteers helped during the day.

We carried out a shared audience survey ...

Our surveys aimed at...

- ✓ developing **suitable languages** and the most effective **communication channels** for the audience;
- ✓ laying the foundations for building **co-design** activities with schools, museums, companies and local institutions;
- ✓ Gather information to involve new **audiences** through new tools or **technologies**.



Questionnaire for participants

We'd like to know why you are here

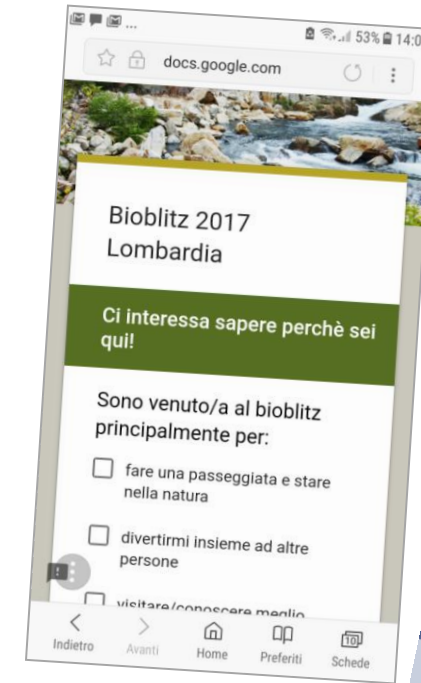
questions to investigate the **motivations** and **habits** regarding activities in nature, the **distance traveled** to reach the bioblitz site, the **media** people used to learn about the event, the **interest in registering data** in the first person;

About the Bioblitz of today ...

no questions of appreciation or evaluation of the Bioblitz experience, but **questions to test personal involvement and participation**, the sense of discovery and utility, the actions actively undertaken during the Bioblitz;

Tell us something about you

a collection of **personal information** (age, sex, education level, interests in the environment, previous Bioblitzes' experiences, etc.) plus outputs from the Bioblitz in terms of **learning experience** and sense of usefulness.



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Questionnaire for researchers

We'd like to know why you are here

questions to investigate the **motivations**, the interest in **registering data**, **sharing knowledge with colleagues in the field**, **performing educational activities**, describing the main results of my research, etc.;

About the Bioblitz of today ...

no questions of evaluation of the Bioblitz experience, but **questions to test personal involvement and participation**, my personal “take home message”;

Tell us your opinion

outputs from the Bioblitz in terms of **learning experience for the participants** (The goal was clear to them? What was their level of involvement?) and **aspects that should have been taken into account**.



https://docs.google.com

Bioblitz MSNM 2018

Parco Regionale della Maremma - Talamone

*Campo obbligatorio

Nome e cognome *

La tua risposta

Parteciperò *

☐ SI

☐ NO

Settore di competenza

NEW !

docs.google.com

Bioblitz 2017 Lombardia

Ci interessa sapere perchè sei qui!

Sono venuto/a al bioblitz principalmente per:

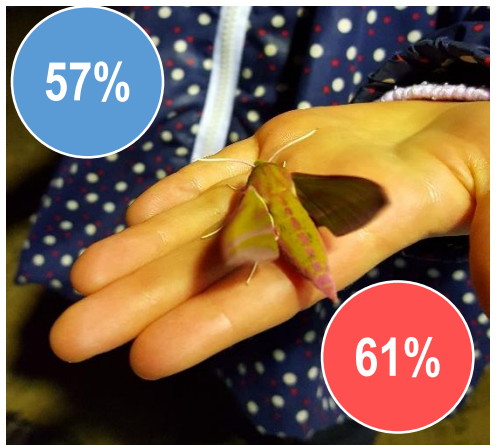
☐ fare una passeggiata e stare nella natura

☐ divertirmi insieme ad altre persone

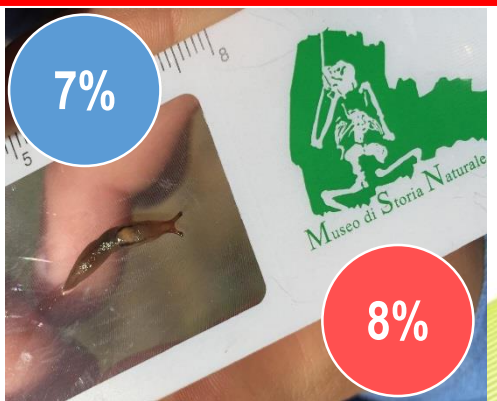
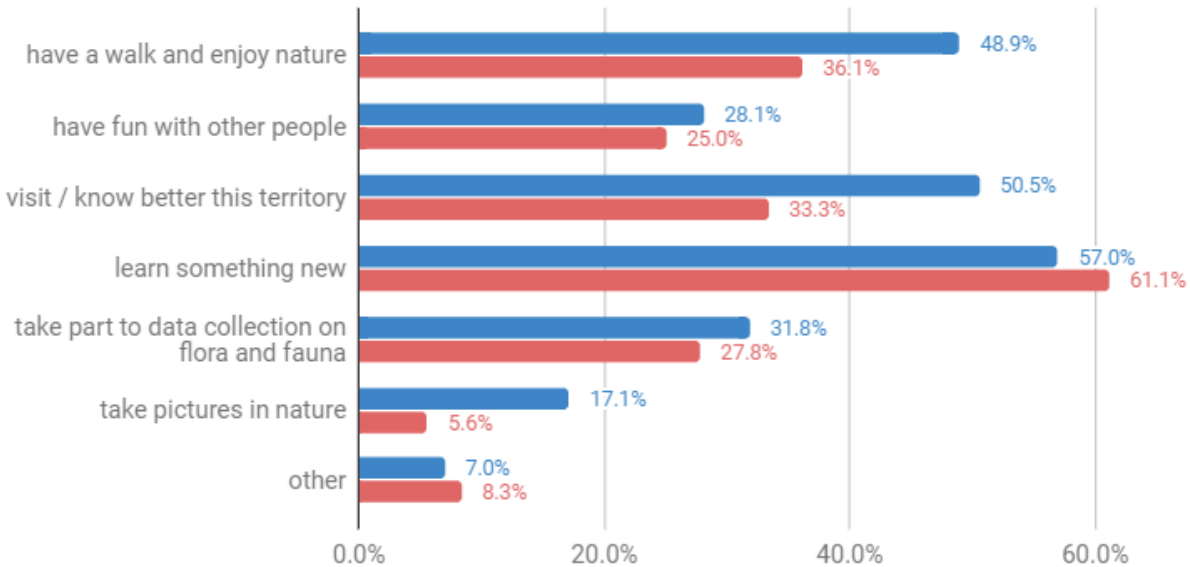
visitare/conoscere manlin.

Indietro Avanti Home Preferiti Schede

Motivations: people took part because ...



Lombardy
2018



Maremma
2018

Note: since multiple answers were possible, the sum of the different percentages can result >100%

Who is sharing the same motivations?

An in-depth analysis allowed us to highlight common traits among participants sharing the same **motivations**.



Collect scientific data

+++

Regular park visitor

($p = 1.7543e-04$ ***)

Regular BioBlitzer

($p = 0.0032$ **)

children (0-10)

and **adults (31-65)**

($p = 0.0029$ **)



Investigate the territory

+++

over 30

($p = 2.9221e-05$ ***)

and **unemployed**

($p = 4.4066e-05$ ***)

Teen agers (12-18)

($p = 2.9221e-05$ ***)



Learning something new

+

adults (31-65)

($p = 0.0154$ *)

and **unemployed**

($p = 0.0288$ *)

study title: n.s.

(it was in 2017)



Walk and enjoy nature

+++

Children (0-10)

and **over 65**

($p = 2.0732e-04$ ***)

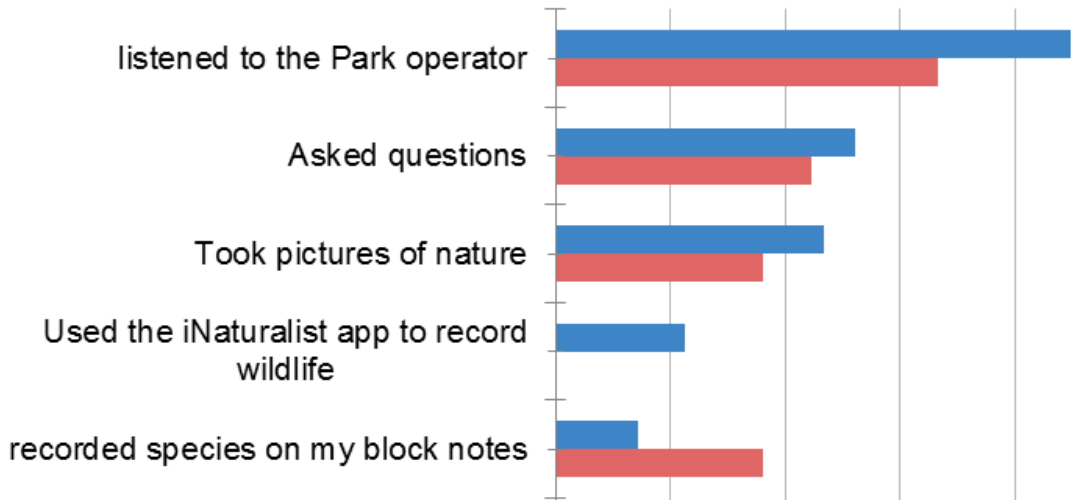
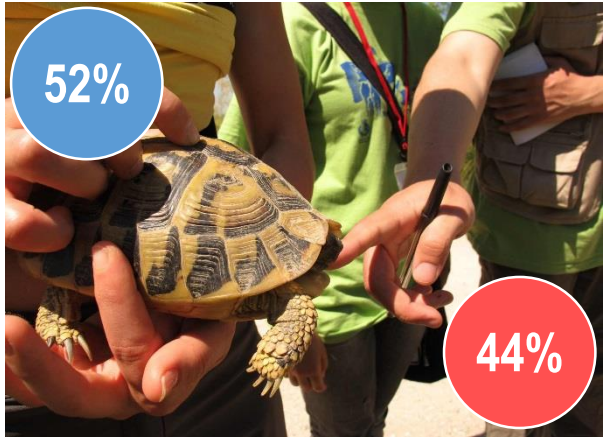
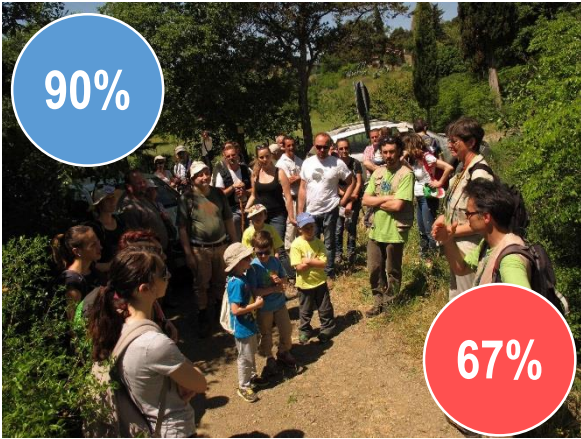
Teen agers (12-18)

($p = 2.0732e-04$ ***)

Activities performed during a bioblitz

Lombardy
2018

Maremma
2018



Note: since multiple answers were possible, the sum of the different percentages can result >100%

“About my Bioblitz experience”.

Statistically significant correlations between **actions taken** and ...



sense of discovery

People who listened the experts

Maremma: $\chi^2 = 6.5093$, $p = 0.0386$ *

(Lombardy: n.s.)

People who asked questions

(Lombardy: $\chi^2 = 34.0917$,

$p = 3.9544e-08$ ***)



sense of usefulness

People who asked questions

(Lombardy: $\chi^2 = 15.5631$,

$p = 4.1736e-04$ ***)

People who used the iNaturalist app

(Lombardy: $\chi^2 = 8.4532$,

$p = 0.0146$ *)

“About my Bioblitz experience”.

Statistically significant correlations between...



sense of participation

People who listened the experts
(Lombardy: $\chi^2 = 9.0433$, $p = 0.0109$ *)

People who asked questions
(Lombardy: $\chi^2 = 30.4169$,
 $p = 2.4834e-07$ ***)

People who took pictures
(Maremma: $\chi^2 = 8.0157$,
 $p = 0.0182$ *)



sense of belonging

People who listened the experts
(Lombardy: $\chi^2 = 10.0145$, $p = 0.0067$ **)

People who asked questions
(Lombardy: $\chi^2 = 16.0758$,
 $p = 3.2299e-04$ ***)

But, also,

People who used the iNaturalist app
(Lombardy: $\chi^2 = 6.9$, $p = 0.03$ *)

Our Bioblitzes in 5 words (output from researchers)



More soon!

THANK YOU FOR YOUR ATTENTION!

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