

Engaging older citizen scientists in the digital era

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Citizen Science



WOODLAND
TRUST



We want to see a UK
rich in woods and
trees, enjoyed and
valued by everyone



Phenology: The study of the timing of natural events, such as first leafing, first flowering, fruit ripening, first migrant birds seen, etc. particularly in relation to climate.





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Look out for dog rose flowers this month.



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Welcome to Nature's Calendar

Here you can record and view seasonal events that show the impact of climate change on our wildlife

If you'd like to know when bluebells are blooming, song thrushes are singing or the trees are about to treat you to an explosion of colour, Nature's Calendar is for you.



[Register now to start recording](#) ►

Already registered? [Login here](#) and record your sightings

A new Nature's Calendar website is coming soon.
[Find out more.](#)

Species last recorded:

frog tadpoles - first recorded - 27/04/2017

[View maps](#)

Free calendars

Species Map: [GO](#)

NEWS

latest news



register

with the
Nature's
Calendar survey



login

and record your
sightings



My recording
form



Explore woods

What were the main website changes?

Improved scientific data quality

- recording location from 6 mile radius to 20m radius ie pinpoint record on a map
- asked when last visited that location to improve accuracy of 'first seen' record

Safer personal data

- required existing users to re-register with the site with new, stronger passwords and verify they were 'human'

Committed Nature Recorder: David Morris

Analyzer



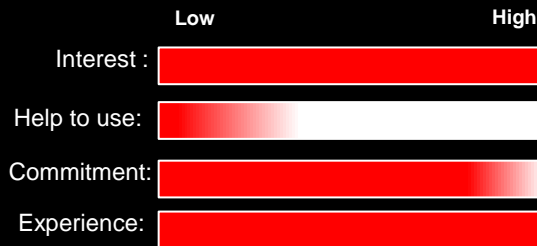
AGE: 50

GENDER: Male

OCCUPATION: Teacher

EDUCATION: Post Graduate

OTHER INTERESTS: Politics, travelling, reading, science, gardening, rambling and wildlife and football



“It's important to understand and contribute to the truth about environmental issues and problems”

- David lives and works in Glasgow where he teaches humanities/mathematics at Phoenix High School. He shares a terraced house on the outskirts the city with his new girlfriend Sandra (48) and their dog 'Buster'. Every evening he looks forward to walking his dog in the surrounding countryside. He likes using this time to observe and exercise his intimate knowledge and understanding of wildlife and natural history, that he inherited from his father, whilst growing up on a small farm as a child. After college he wanted to study ornithology but he needed serious mathematical statistical qualifications to have any chance of progressing in the subject. So decided to study mathematics and reserve his appreciation of birds and environmental conservation as a personal interest.
- Over time, David's interest in natural things have led him to transition into humanities, and also into Citizen Science. As an academic, he is increasingly skeptical about the 'truth' behind the environmental information presented by the media and governmental agencies. He believes that the data he collects through his participation in various citizen science research projects such as Zooneiverse, Great British Bird Watch and Nature's Calendar contributes to the advancement of scientific arguments and helps to influence government policy.

Google



What David Values

- Observing nature and wildlife
- Science and mathematics
- Climate change
- Protecting the planet
- Campaigning for political and social change

What David Needs

- To take pictures
- To track / measure progress
- To create and modify profile
- To quickly upload and share pictures on the go
- Simple recording function

- Ability to record other species
- Compare YoY results / see evidence of climate change
- Access to reference tools and links to other more specific sites for identification

Frustration and Pain Points

- Can't see if what we're doing is affecting change
- Inability to track, compare and isolate data
- Would like to see real statistical results and feedback
- Can't record unusual occurrences if not on official check list

- Review my data and images



New website in July

Our new Nature's Calendar website is launching in July. The current website will close for a few weeks on 3 July, so make sure you have added all your spring 2017 records before 23:59 on 2 July.

[Find out more about the new website](#)



Help us track the effects of weather and climate change on wildlife near you

What effect has recent weather had on wildlife? Does climate change affect timings in nature? Join Nature's Calendar and help scientists discover answers to these questions.

From leaf buds bursting to blackberries ripening, let us know what's happening near you. You'll be contributing to a long biological record that dates back as far as 1736.

[Start recording](#)

What we record and why

The plants, animals and fungi you can record have been selected to help us understand how nature is affected by weather and climate change.

Join in and let us know what's happening to wildlife near you.

[Find out more](#)

naturescalendar.woodlandtrust.org.uk

Welcome to the new website!

Thank you for your patience while we've been redeveloping the site.

I really hope you like the improvements:

- You can use the website on mobiles and tablets so that you can record when you're out and about. I've been out recording rowan first ripe fruit already!
- You can add photos and comments to your records and I look forward to sharing some of the best photos in a blog soon.
- You can view your records instantly on our [live maps](#) and compare your records to others around the UK.

You'll notice some differences**Adding a record**

Comments from our users

“I think the new website is marvellous. It is so easy to use, gives much more information, colourful, modern and altogether a pleasure to record on. Congratulations.”

“I am unable to use your website, I just can't understand it”

“Your website is impossible”

“I do not feel inclined to continue”



To finish registering, we just need you to confirm that we have got your email address right.

To do that, please follow this link:

<https://naturescalendar.woodlandtrust.org.uk/Account/Verify?id=2629&token=7e7d72ca-5aa0-408b-be10-bcecfa12d635>

PS. If you didn't sign-up, don't worry just ignore this email.



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Select location

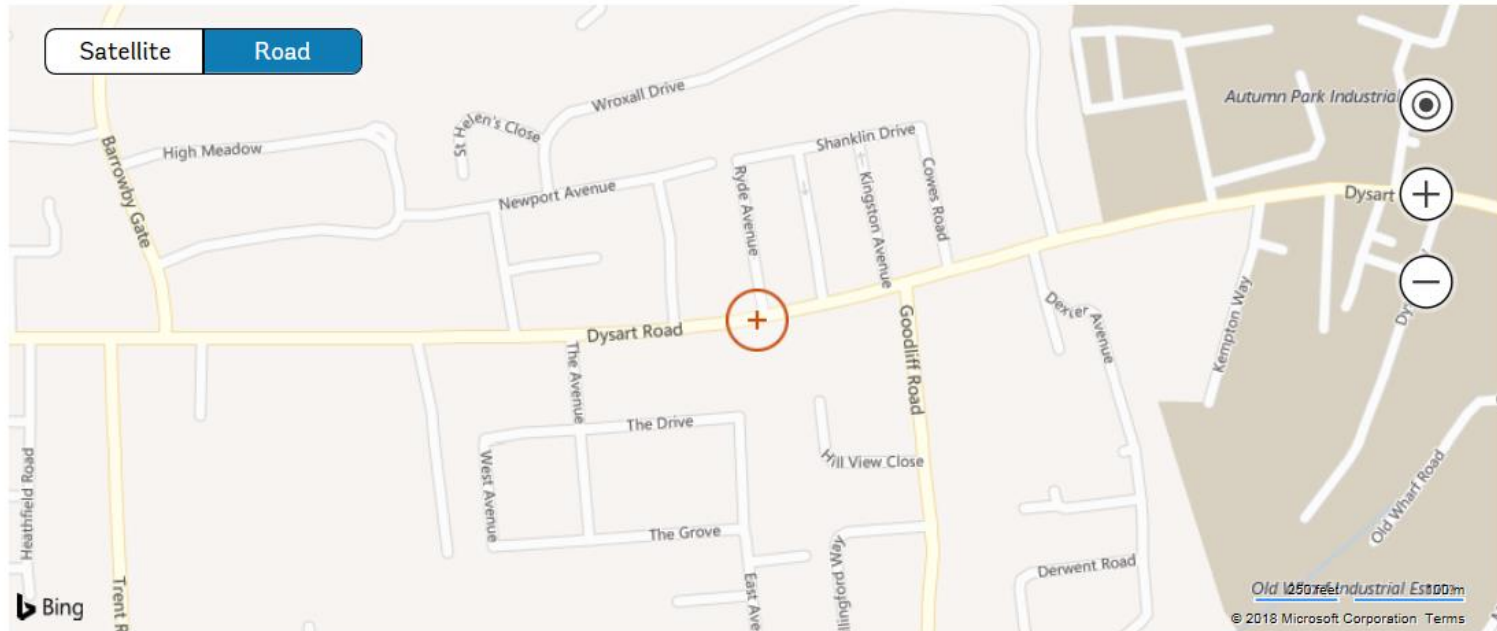
Choose from your saved locations

▼

Or search by street, town or postcode

🔍

Please record your location as accurately as you can. Each recording location is the area of a circle with a 20 metre radius.



What would we do differently?

- Too many changes in one go?
- But this was a once-in-a-decade chance to improve the project's data collection quality
- Expect a lot of comments and complaints even if done everything 'right' – this experience is common to all digital projects
- Drastically increase the amount of customer service time. Some people will need repeated, personal, handholding to make the transition, it's worth it!
- Build your website for the next generation too...



Any questions?



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