



NATURE TRACKERS



Building greater participation in citizen science among the broader community

Citizen science can provide a way to engage people in conservation and science and support conservation monitoring. But, how can we broaden participation and engage people who have not yet had experience in citizen science?

We surveyed 3945 Australians about their familiarity with, and perceptions about, citizen science. To make sure we didn't just rely on existing citizen scientists for our information, we recruited these participants using an online social research panel.

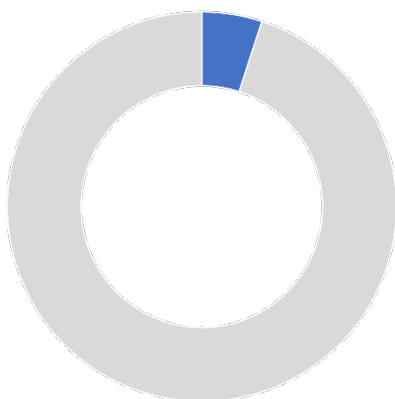
Most of the Australian population have limited familiarity with citizen science

Most people are unfamiliar with citizen science, with only 5% indicating that they had heard of the term citizen science. A slightly larger number—almost one in ten—had had some involvement with nature-monitoring programs.

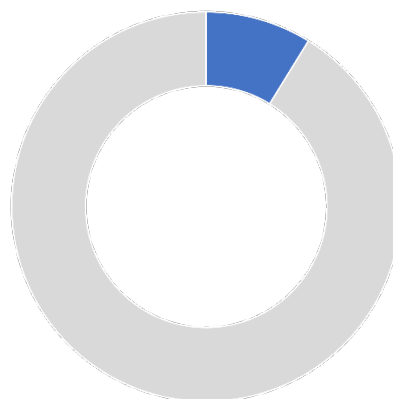
These findings suggest that it is still the minority of the broader population who is involved and engaged in citizen science activities. However, more than one third of respondents indicated that they would be definitely or probably interested in finding out more about nature-based citizen science programs.

Just under one third (32.8%) indicated that they would be very or probably interested in attending a citizen science event. Interest in getting involved with citizen science was higher if it involved monitoring threatened species.

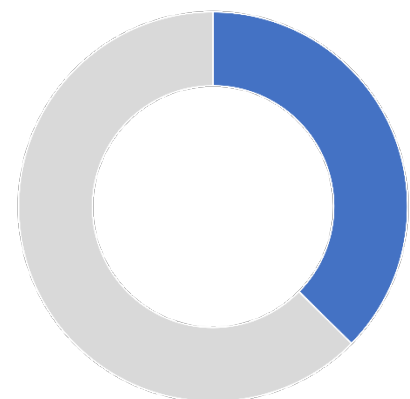
5% had heard of the term 'citizen science'



9% had been involved in a program that involved monitoring nature



37% were interested in finding out more about citizen science

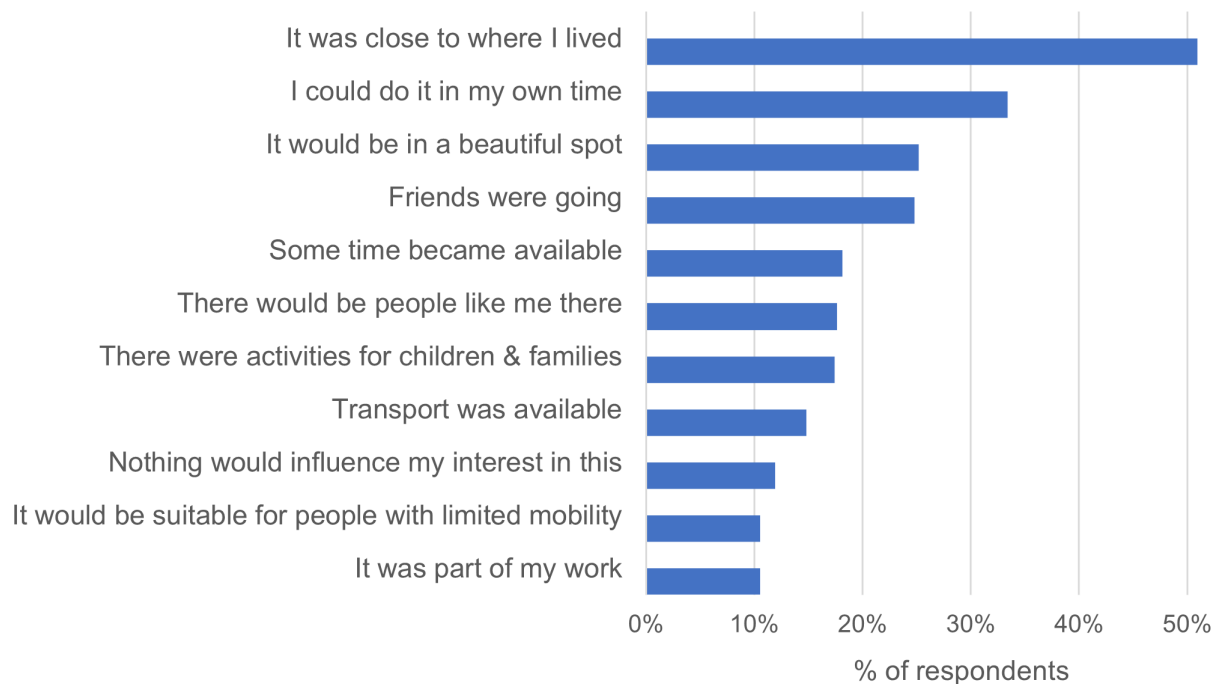


Who is most likely to be interested in citizen science?

We explored the differences between people who were interested in finding out more about citizen science or attending a citizen science event, and those who were less interested in these things. Australians who were more interested in citizen science were younger, had higher educational attainment, had greater involvement in community groups (such as sporting or cultural groups) and spent more time in nature.



We asked respondents what would make it easier to get involved in citizen science programs. People specifically said they'd be more likely to participate if they could take part near home (51%), do it in their own time (33%), or it was in a beautiful spot (25%).



Many more Tasmanians might enjoy *Where? Where? Wedgie!* And the more participants, the more useful the resulting survey data is likely to be. *Where? Where? Wedgie!* can't always meet all the elements that attract people, like providing the option to do it around their home or in their own time, but it shines in other areas, such as providing options for doing it in beautiful places.