

nature**locator** 

Apps and INNS Evolution or Revolution?

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Overview

Revolution

- On the spot, instant recording
- Accurate geo-location
- Rapid data flow and feedback
- Action possible, potentially within hours (alerts)
- High quality, verifiable data
- Verification network

Evolution

- Location/time based filtering
- Guided ID interactions
- Recording absence
- Measuring effort
- Reflect where treatment has been undertaken
- More engagement, more feedback, build a community

Example INNS related projects



PlantTracker



sealife tracker



aquainvaders



**Environment
Agency**



**Scottish Natural Heritage
Dualchas Nàdair na h-Alba**




BSAC
Dive with friends

Biological Recording – The Old

ORNITHOLOGICAL

SITE NAME
10km Grid Sq (2 fig) - SE/SK

	YEAR	GR of bird	
	Day Month	4/6 fig	
1	2013 (Jan)	?	Short
2	02/1/2014	SU405678	Black
3			
4			
5			
6			
7			
8			
9			
10			



tc
cell if necessary)

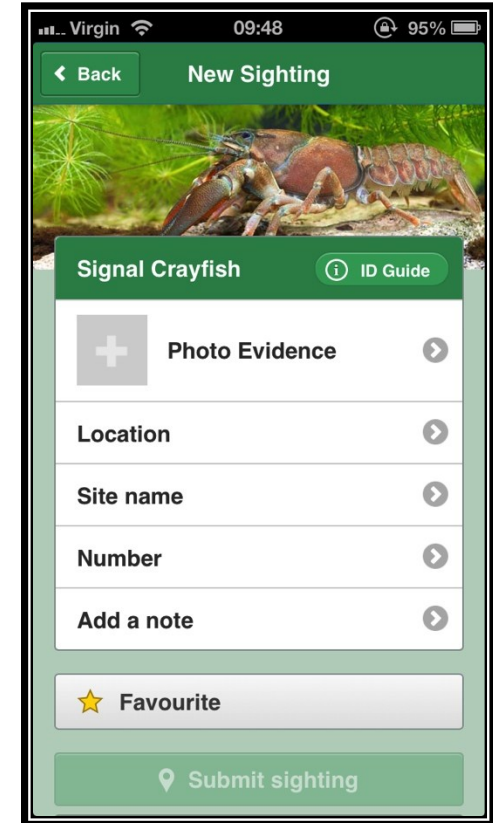
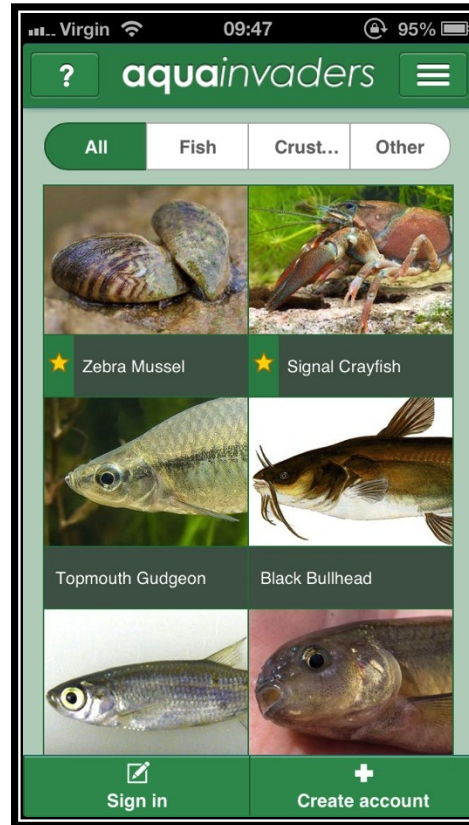
The New



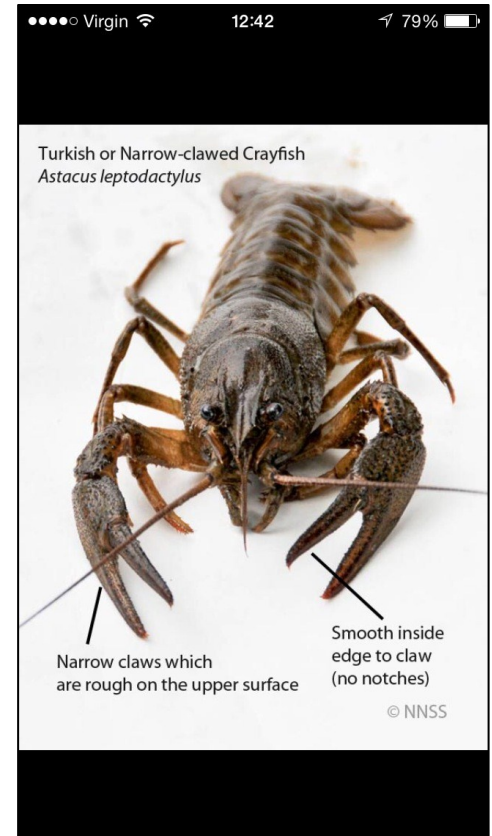
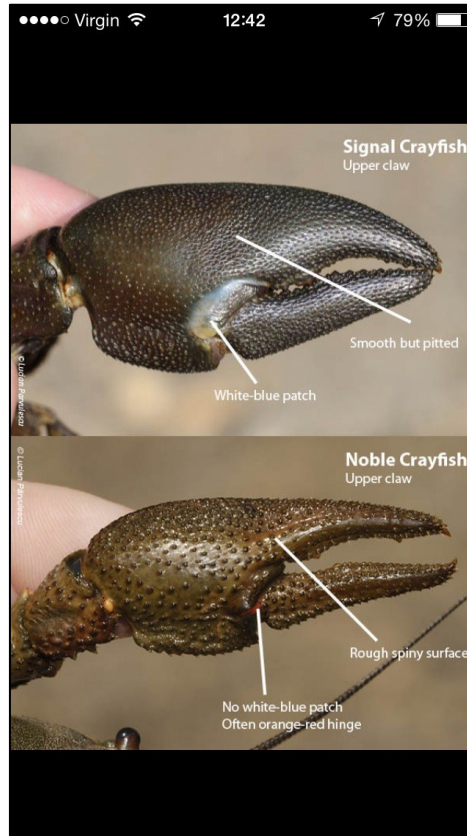
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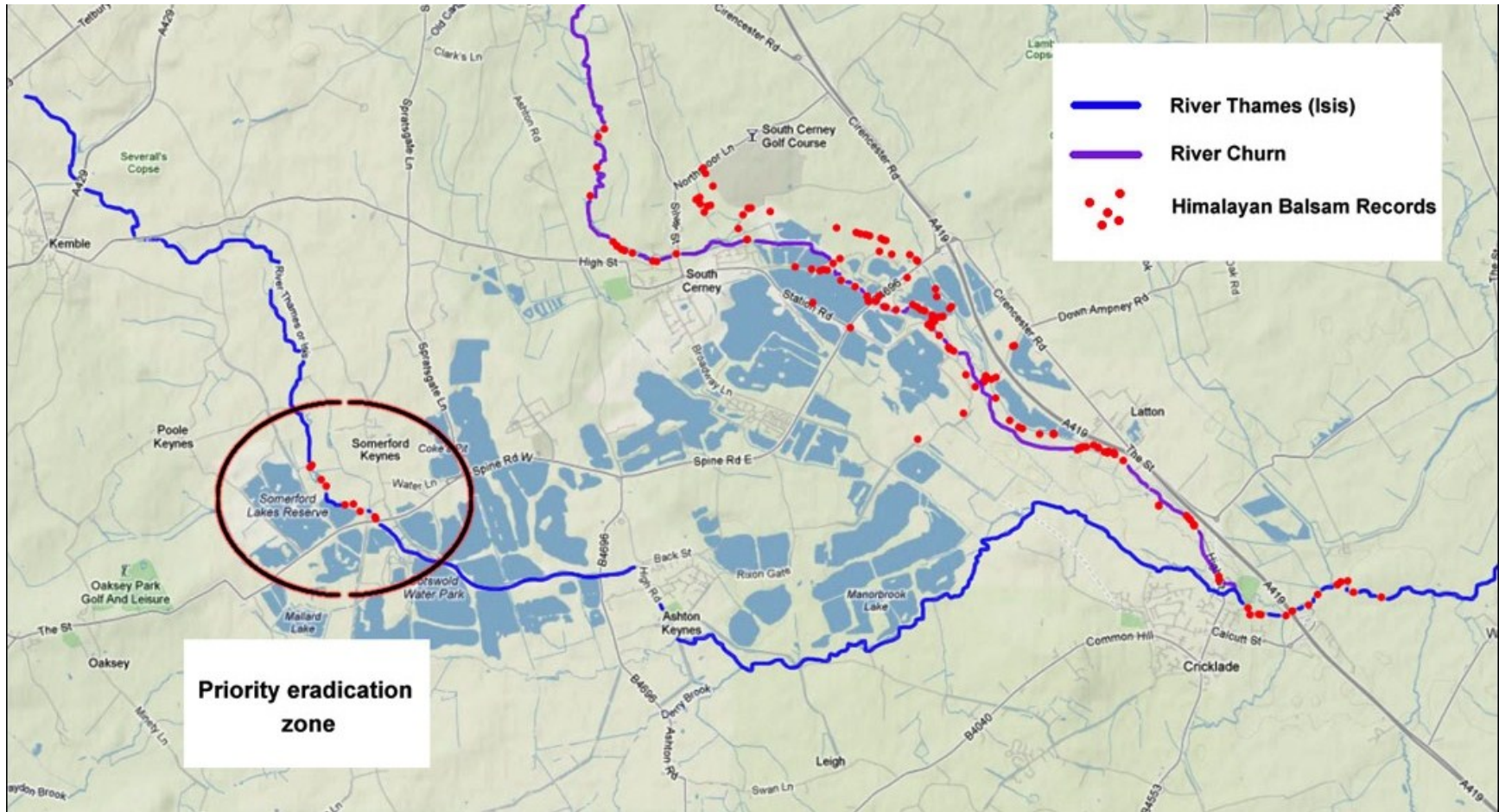
Clear, easy, instant



Bespoke, built-in ID Guides



Rapid response



Data Quality

Citizen science = poor quality or unreliable data ...??

Depends entirely on the project

1. GPS
2. ID guides
3. Photos
4. Metadata (obligatory/optional)
5. + Verification

= ***High quality data***

- available in +/- real time to project members
- available to all via NBN Gateway with records updated incrementally every month

Data Quantity

- 10,000 records collected so far via PlantTracker
- > 93% of records are correctly ID'd
- Most verified within a day or two (EA verification team)

Evolution – we need your help

Recorder and data collection requirements

Data user requirements

E.g.

- Simplicity
- Speed
- More feedback and increase engagement
- Refine UI
- One app vs many

E.g.

- Accessible – NBN Gateway
- Full resolution where OK
- Open
- Additional features recorded:
 - Zero abundance
 - Effort
 - Action taken



Best Practice

- Balance data user needs with those of recorders
 - Sometimes these two are the same
 - Citizen Scientists are not always experts so guidance critical
 - UX is key
 - Don't ask too much of recorders. Do we really need to know x, y and z?
 - Above all, keep it simple
- Tell a story
 - What's the problem? Why's it important? How can I help?
- Feedback to recorders
 - The most successful projects are those that continue to engage with their “customers”
- Engage with your stakeholders
 - GB NNESS – first port of call for expert advice on who to involve (who not to annoy!)
- Make data available to all
 - Open access
 - Full resolution
 - NBN Gateway ideal

Contact & Questions



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