We connect regular people to real science they can do.
Millions of people enjoy science & nature.

Thousands of scientists need volunteers.

*But they can’t find each other.*
We connect them.
CITIZEN SCIENTISTS ARE BUILDING TOOLS FOR THE FUTURE
CITIZEN SCIENTISTS ARE USING SCIENCE TO ADDRESS LOCAL AND GLOBAL PROBLEMS
CITIZEN SCIENTISTS ARE
DISCOVERING
NEW WORLDS
CITIZEN SCIENTISTS ARE
ADVANCING MEDICAL RESEARCH
EyesOnALZ

Presented By: Human Computation Institute
Goal: Speed up Alzheimer’s research
Task: Build 3D blood flow models and discover stalled vessels.
Where: Online only
Description: Help scientists analyze brain blood flow movies - are blood vessels flowing or stalled?

One symptom of Alzheimer’s that has been known since the discovery of the disease is reduced blood flow to the brain, but until now, nobody knew why. That is why this aspect of the disease, which likely contributes to cognitive problems and accelerates injury to brain cells, has remained untreated.

New specialized imaging techniques have allowed Cornell University researchers to discover a potential cause of the reduced blood flow. This suggests new treatment approaches that
Someone you know is a Citizen Scientist

- **eBird**
  - 1.5 million reports

- **1.5 million water testers**

- **SETI@home**
  - 5 million volunteers
Co authored dozens of peer-reviewed papers.

Discovered cocaine & hormones in Puget Sound drinking water.

Showed that birds migrate closer to poles due to global warming.

Citizen Science is Serious Science.
Because of Citizen Scientists, we now know:

(Cooper et al. 2014)

- Birds are breeding earlier
- 50+ types of bacteria live in your belly button
- Jupiter-sized planet discovered
- Invasive mosquito species has arrived in Germany
Because of Citizen Scientists:

In a study of 338 citizen science projects:

1.3–2.3 million citizen scientists had an economic value of $2.5 billion per year.
Because of Citizen Scientists:

Cell Slider: Classify Online Images of Cancer

# of months to complete online classifications

- Citizen Scientists: 4 months
- Professional Scientists: 20 months
Because of Citizen Scientists:

Data is equal to or more accurate than professional scientists’ data.

Source: Andrea Wiggins
Because of Citizen Scientists:

“… increased understanding of scientific methodology, validity, and reasoning…”

Source: Brossard, et al,
Because of Citizen Scientists:

- Accurate data
- Accelerate research
- Economic impact
- Increase understanding of the scientific method
Snippet of web code tracks contributions.

It feels good to contribute to science, right? Do more by becoming a SciStarter member and gain credit for your contributions. Learn more!

You're a SciStarter participant! Your contributions to this project are tracked and will show up on your forthcoming SciStarter dashboard.
## Stats

**EyesOnALZ**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Visits</td>
<td>19,484</td>
</tr>
<tr>
<td>Bookmarks</td>
<td>10</td>
</tr>
<tr>
<td>Joined Project</td>
<td>362</td>
</tr>
<tr>
<td>SciStarter Participants</td>
<td>430</td>
</tr>
<tr>
<td>Ratings</td>
<td>3</td>
</tr>
</tbody>
</table>

![Graph showing Visits to This Project on SciStarter](image)
Stats
(EyesOnALZ)

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Projects and Events Joined by People Who Joined This Project on SciStarter
Personalized Dashboard

- Chimp&See
- mPING
- Community air quality monitoring
- Lake Observer mobile app

Contributions

- Bookmarked Projects
  - Chimp&See
  - mPING
  - Wading for Water Sticks

- Bookmarked Events
  - You haven't bookmarked any events yet. Check out the Event Finder.

- Projects you might like
  - Long-term Monitoring Program and Experiential Training for Students (LIMPETS)
  - The River Otter Ecology Project
  - COAST

- Broad Participation
- Track Contributions
Looking for more volunteers for your project?

1. Fill out as many of the fields in Additional Info as you can. That helps potential volunteers find your project based on their location and interests.
2. Help us build a new tool that will help Affiliate and Premium members target and recruit volunteers!
   Complete our short survey so we know what features will best help you do that:
   goo.gl/forms/oFXNshH8DVo1EnjF3.

Show Only

- address, zipcode, or lat/lo:
- Any Interests
- Any Activities
- Any Skills

Clear  Search
### Manage and Message Volunteers

Keep track of who has joined your project and message your volunteers.

**Message to Selected Volunteers**

<table>
<thead>
<tr>
<th>Volunteer</th>
<th>Member Since</th>
<th>Last Active</th>
<th>Last Contacted</th>
<th>Contributions</th>
<th>Zipcode</th>
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<tbody>
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</tbody>
</table>

**Recruit and Retain**

**Acquire Data**

**Connect with Citizen Scientists + Project Leaders**
Project Leaders can add specific locations

SciStarter uses OpenStreetMaps as a tool for specifying geographic location(s). To use it, enter a location's name in the search field below and then select the location from the search results, and add additional locations. You can also press the 'lookup' button to search for locations.

Enter a location
San Francisco, CA

Lookup results
- San Francisco, San Francisco City and County, California, United States of America
- San Francisco City and County, California, United States of America
- San Francisco, 9405, Boulevard Leduc, Quartier Trend, Quebec, J4Y 0A5, Canada
Citizen scientists can add location

My Places

Add locations where you would like to find projects. This will help SciStarter find the projects you want, and alert researchers conducting studies in these areas.

<table>
<thead>
<tr>
<th>Location</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, Cook County, Illinois, United States of America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Angeles County, California, United States of America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco City and County, California, United States of America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tucson, Pima County, Arizona, United States of America</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Save My Places

Local Relevance
Find projects based on location

Project Finder

Featured Projects

mPING

Goal: Collect global observations of weather conditions at the ground
Task: Use app on iOS or Android to submit weather conditions
Where: Anywhere

Community air quality monitoring
Rate this project

★★★★☆

jred8987 12/15/2016

Great location for information

★★★★★

carolyn.santangelo 12/15/2016

Easy to use and something that would be "on the spot" teaching
Project Finder

Enter a word or phrase
Enter a location
All Activities
All Topics
- has classroom materials
- elementary school (6-10 years)
- middle school (11-13 years)
- high school (14-17 years)
- college
- adults
- seniors

Clear form  Find projects
We can now ask and answer new research questions

- What drives participation in citizen science?
- What motivates people to stay or change projects?
- Do people who participate in multiple projects serve as better citizen scientists?
- Can we use embedded tracking and assessment in SciStarter to understand linkages between participation dynamics across projects and learning outcomes?
- What roles do different projects play in the landscape network of projects?
Future

Track Advocacy

Integrate citizen science tools

Develop microcredits or badges
Future

Translate informal STEM experiences into formal accreditations.

Embedded assessments to measure practiced or acquired competencies.
Future

Getting Started Kits!
Future
Future

Interested in joining our Education Advisory Committee?

Email Darlene@SciStarter.com
People-Powered Science