Appendix 1: Newsletters to volunteers

Newsletter 1 (A): sent to existing Snapshots at Sea volunteers
From: **Ted** <no-reply@zooniverse.org>
Date: June 8, 2017
Subject: New Images on Snapshots at Sea

Hi everyone!

We've got exciting news for all of you Snapshots at Sea-ers out there. Not only have we posted a brand new batch of over 13,000 images, but we've added an alternative workflow design in case you want to change up how you classify!

Now when you visit Snapshots at Sea, you can choose from the original series of "yes/no" questions **or** you can use a "survey" design to go straight to the final answer.

All of the data contribute to the same final dataset -- all the humpback whale tails will be sent on to Whales as Individuals -- but now you get to choose how you interact with the images. So check it out - we're excited to see what you think!

Start helping out again right now at www.snapshotsatsea.org.

Thanks for your help!

Ted & the Snapshots at Sea Team

Newsletter 1 (B): sent to Seafloor Explorer volunteers
From: Ali<no-reply@zooniverse.org>
Date: June 8, 2017
Subject: New project!

Hi everyone!

Since Seafloor Explorer is out of data, we thought you might be interested in checking out one of our other ocean-based projects.

We've just added a load of new data to Snapshots at Sea, which asks for your help in identifying humpback whales from photos taken by tourists. There are two options for classifying the images - a standard "survey" style task where you can pinpoint the type of animal, and a "yes/no " style that runs the images through a series of yes/no questions. All of the data go to the same place, so choose whichever style you like the best!

All of the humpback whale tails get sent on to our other ocean project, Whales as Individuals (https://www.zooniverse.org/projects/tedcheese/whales-as-individuals), where you can help prepare the photos for individual recognition software. Humpback whale tails are all individual recognizable, but the machines need a bit of help from you before they can perform at their best.

Thanks for your help, and happy hunting!

Ali & the Snapshots at Sea Team

Newsletter 2: Sent to everyone who participated on Snapshots at Sea

From: **Ted** <no-reply@zooniverse.org>
Date: 13 June 2017 at 14:48
Subject: Snapshots at Sea - Question 2

Hi there,

Thanks to your hard work, we've plowed through Question 1 in record speed. In just 4 days, you helped us process more than 6,000 tourist-contributed images! We've now analysed your classifications and added 5,910 pictures of animals to Question 2.

If you want a change of scenery, you can check out the "survey" which combines Questions 1-4 all together.

So head on over to www.snapshotsatsea.org to keep on classifying.

Thanks for your help!

Ted & the Snapshots at Sea Team

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Newsletter 3: Sent to everyone who participated on Snapshots at Sea
From: **Ted** <no-reply@zooniverse.org>
Date: July 6, 2017
Subject: More to do on Snapshots at Sea!

Hi there.

We still need your help on Snapshots at Sea! You've plowed through all of the images on the Yes/No workflow, but there are still thousands of images still awaiting classifications via the Survey workflow.

Once all the images are finished, we'll be able to compare results from the two different workflows and see if there's any way to make the project even more efficient.

Start helping out again right now at www.snapshotsatsea.org.

Thanks for your help!

Ted & the Snapshots at Sea Team

Follow-up Survey: Sent to everyone who participated on Snapshots at Sea
From: **Ali** <no-reply@zooniverse.org>
Date: July 6, 2017
Subject:

Hi everyone,

Thank you all so much for your help classifying images on Snapshots at Sea! The whales you find

will get individually identified and help researchers better understand humpback whale movements and population dynamics around the world.

At the Zooniverse, we are always trying to improve our projects - in terms of accuracy, efficiency, and engagement. We're especially interested in evaluating the "yes/no" approach vs. the more common "survey" approach to see how we might apply this "yes/no" approach more broadly across the Zooniverse.

If you have a few minutes, we'd love to hear a bit more about who you are and what you thought about the project. All the information you give us is completely optional, but we really appreciate anything you can tell us that will help us continue to make the Zooniverse better.

So, if you have a few minutes, please head over to this survey and let us know what you thought!

Ali & the Snapshots at Sea Team

Appendix 2

Snapshots at Sea: Survey

At Zooniverse, we are always trying to improve our projects - in terms of accuracy, efficiency, and engagement. We're especially interested in evaluating the "yes/no" approach vs. the more common "survey" approach to see how we might apply collaborative filtering more broadly across the Zooniverse.

If you have a few minutes, we'd love to hear a bit more about who you are and what you thought about the project. All the information you give us is completely optional, but we really appreciate anything you can tell us that will help us continue to make the Zooniverse better.

1. **What is your Zooniverse username?**
   (Please leave blank if you prefer not to
   answer.)

   _____

2. **What other Zooniverse projects do you classify on? (Select all that apply; answers**
   aren't mutually exclusive.)
   Check all that apply.

   ☐ Ecology

   ☐ Astronomy

   ☐ Humanities (History, english, archaeology)

   ☐ Other life sciences (biomedical, climate)

   ☐ Transcription

   ☐ Survey tasks

   ☐ Marking tasks

   ☐ Prefer not to say

3. **What subject area or types of Zooniverse projects do you enjoy the most?**

   _____

   _____

   _____

   _____

   _____

4. **How old are you?**
   Mark only one oval.

   ( ) 17 or younger

   ( ) 18-24

   ( ) 24-34

   ( ) 35-44

   ( ) 45-54

   ( ) 55-64

   ( ) 65+

   ( ) Prefer not to say

5. **What gender do you identify as?**
   Mark only one oval.

   ( ) Female

   ( ) Male

   ( ) Other

   ( ) Prefer not to say

6. **What is the highest level of education you have completed?**
   Mark only one oval.

   ( ) High school or lower

   ( ) Some university

   ( ) University degree

   ( ) Graduate degree

   ( ) Prefer not to say

7. **Which Snapshots at Sea workflow did you classify on?**
   Mark only one oval.

   ( ) Yes/No Workflow

   ( ) Survey Workflow

   ( ) Both

   ( ) Prefer not to say

8. **Which Snapshots at Sea workflow did you prefer?**
   Mark only one oval.

   ◯ Yes/No Workflow

   ◯ Survey Workflow

   ◯ Both

   ◯ Prefer not to say

9. **Why did you prefer that workflow?**

   _____

   _____

   _____

   _____

   _____

10. **What device did you primarily classify on for Snapshots at Sea?**
    Mark only one oval.

    ◯ Computer

    ◯ Tablet

    ◯ Mobile phone

    ◯ Prefer not to say

What subject area or types of Zooniverse projects do you enjoy the most?	Which Snapshots at Sea workflow did you classify on?	Which Snapshots at Sea workflow did you prefer?	Why did you prefer that workflow?	What device did you primarily classify on for Snapshots at Sea?
Historical e.g. diaries, recipes	Both	Both	A bit more thought involved	Computer
Animals	Both	Both	Allowed for easy participation when I wanted just a quick break.	Computer
Nature	Both	Survey Workflow	Although the yes/no was nice for mobile use, the survey was generally my favourite because I had to use more of my brain cells ;)	Computer
Space, physics, and animal classification.	Both	Yes/No Workflow	Because it's so much easier and faster. More pictures for me to see is much more fun!	Computer
space	Yes/No Workflow	Yes/No Workflow	both	Computer
marking or survey tasks	Both	Both	Both interesting and still pretty quick to answer, getting me through many classification items	Mobile phone
wildlife, nature	Both	Both	both interesting to me	Computer
Animal and fish/underwater	Both	Both	Classification	Tablet
animals	Both	Yes/No Workflow	could classify more pictures in the same time	Computer
Animal classification	Yes/No Workflow	Prefer not to say	Did not work on Survey workflow so difficult to determine which I prefer.	Computer
wild cams	Both	Survey Workflow	easier and faster	Tablet
Alll	Both	Yes/No Workflow	Easier to answer, less ambiguity	Mobile phone
Wildlife and astronomy	Yes/No Workflow	Yes/No Workflow	Easier to finish a single classification	Computer
Botanical, Astronomy, Archeology	Both	Yes/No Workflow	Easy fast	Tablet
Humanities, life sciences	Yes/No Workflow	Yes/No Workflow	Easy to answer	Computer
Biology	Yes/No Workflow	Yes/No Workflow	Easy to classify quickly	Tablet
all	Both	Both	easy to do	Computer
Identifying animals	Survey Workflow	Survey Workflow	Easy to do, with more being accomplished for the scientists.	Computer
penquins	Survey Workflow	Both	easy to target topic	Computer
Animals	Yes/No Workflow	Yes/No Workflow	Easy, relaxing	Tablet
Ecology	Yes/No Workflow	Yes/No Workflow	Enabled a look at a broader range of photographs, easier to compare different examples.	Computer
Zoology	Both	Yes/No Workflow	Enjoyed following through the classification	Computer
Wildlife	Both	Survey Workflow	Felt like getting a bit more into the 'meat' of it.	Tablet
Animals	Survey Workflow	Survey Workflow	Found it more engaging as well as more interesting	Computer
Anything with animals or birds	Both	Yes/No Workflow	Got to see more images	Computer
Testing Beta projects, All astronomy projects, Biological projects, whale projects ,Animal projects , I have about 19 projects that I have helped with.	Both	Survey Workflow	hands on .	Computer
Broad tastes. Find floating forests difficult. Slow video speed limits my choices.	Both	Both	I didn't really do enough on this project to make a meaningful assessment	Computer
ecology	Yes/No Workflow	Yes/No Workflow	I enjoyed the speed and simplicity of the process. It increased the number of pictures I looked at compared to having to do more detailed survey work.	Computer
Ecology	Survey Workflow	Survey Workflow	I feel like I am actually contributing something more useful when I use the survey method. I don't do captchas for fun and the Yes No feels more like a captcha than a contribution.	Mobile phone
astronomy	Both	Prefer not to say	I forgot about the Yes/No Workflow	Computer
Astronomy, Biology	Both	Yes/No Workflow	I found it a bit easier to find an answer that seemed to fit äó_	Computer
	Yes/No Workflow	Yes/No Workflow	I found it easier to navigate.	Computer
Astronomy and physics	Both	Survey Workflow	I found it less... complicated.	Computer
the ones involving animals	Yes/No Workflow	Yes/No Workflow	I never got to try the survey workflow because when I entered it was not available	Computer
Animal identification	Yes/No Workflow	Yes/No Workflow	I never tried the other	Tablet
Anything science	Yes/No Workflow	Prefer not to say	I only remember working in the yes/no format	Computer
Aquatic studies	Both	Survey Workflow	I prefer something that is more in depth.	Computer
Astronomy (but also other projects)	Both	Prefer not to say	I prefer the yes/no one. But as for the Survey one : are our classifications for bird/seal/etc useful in any way ? If no. Why don't you just ask the question : do you see the underside of a fluke and even why don't you combine snapshots at sea and whales as individuals : And ask the underside of the fluke question and if yes let them classify the fluke.	Computer
Transcribing and identification	Both	Both	I sadly stopped pretty quickly because I felt I needed the ability to zoom on the majority of shots in order to make accurate identifications.	Computer
Transcription of old documents, sea life spotting	Yes/No Workflow	Yes/No Workflow	I'm not sure what the survey workflow is.	Computer
I tend to focus on projects that I can work on while commuting to and from work. I particularly enjoy those that involve plants and animals.	Survey Workflow	Survey Workflow	I've only used the survey workflow for this project.	Mobile phone
Ecology	Yes/No Workflow	Yes/No Workflow	Is fast and the answers are efficient	Computer

Subject	Workflow 1	Workflow 2	Reason	Device
When I relate to and understand the research purpose (ie life sciences but not astronomy - I just do not 'get' it; maybe later but prefer to stick for now to selected projects until completion - which could take a while though :-)). When I feel that I can do the task and can improve as I do more classifications. The type of projects can vary though, I actually enjoy having a few projects opened at teh same time and alternate between types such as transcription or marking	Both	Both	It depends on my mood. The latest Snapshots survey were short anyway so i did not mind either	Computer
Animals, birds etc	Yes/No Workflow	Yes/No Workflow	It easy to do when I have down time at work	Computer
	Both	Survey Workflow	It made me feel more involved - identifying the tips and center of the fluke	Computer
all of them!	Both	Survey Workflow	It seems more sensible to provide more complete information (but I have no idea how that fits in with your learning aims etc)	Computer
Light transcription or photo surveys. I wish there were more humanities!	Both	Yes/No Workflow	It was easier to contribute in small bites. It was also easier to do on my phone. And identifying whales from their tails was really tough, so I just didn't do that yes/no. I had zero confidence when I tried.	Mobile phone
Ecology	Both	Yes/No Workflow	It was easier.	Computer
Astronomy, wildlife	Yes/No Workflow	Prefer not to say	it was easy	Computer
animal indentification	Survey Workflow	Survey Workflow	It was more fun	Tablet
Zoology	Yes/No Workflow	Yes/No Workflow	It was more streamlined	Mobile phone
Animal/wildlife and environmental	Both	Yes/No Workflow	It was quite fast.	Computer
Anything with critters!	Survey Workflow	Survey Workflow	It was the only one available!	Computer
Camera traps	Both	Yes/No Workflow	It's easier for me to crank through classifications quickly if I'm only focusing on one aspect of the picture at a time. And it's FAR easier to use on a tablet or mobile device.	Computer
any subject is fine // yes/no or comparing 2 photos - it's fast	Both	Yes/No Workflow	it's fast	Computer
Ecology, Astronomy, Wildlife	Survey Workflow	Survey Workflow	It's more comprehensive and eliminates redundant work on one snapshot.	Computer
fossils, Mars, whales, African wildlife	Both	Yes/No Workflow	It's unambiguous.	Computer
All of them	Both	Both	just love it all	Computer
Astronomy and anything all all do do with wildlife on land or the sea	Yes/No Workflow	Yes/No Workflow	just think its easier and less confusing	Computer
Animal related	Both	Yes/No Workflow	More could be done in a shorter amount of time.	Tablet
Ecology	Both	Survey Workflow	more intresting	Computer
Exoplanet explorer, finding pulsars etc. Also Gorongosa type of animal identification from camera trap photos.	Both	Survey Workflow	More satisfying	Tablet
identifying animals, birds, fish, sea mammals, even space stuff	Both	Yes/No Workflow	moves along faster	Computer
Astronomy	Survey Workflow	Survey Workflow	Multiple informations in a single classification	Computer
astronomy	Both	Both	no preference	Computer
Photo classification	Survey Workflow	Prefer not to say	Only worked on survey	Mobile phone
	Both	Yes/No Workflow	Possible to do on the app, and it was well made.	Computer
Animals	Both	Both	Prefer not to say	Computer
Animal traps	Both	Both	Prefer not to say	Tablet
	Both	Both	Prefer not to say	Computer
Animal classification and counting	Both	Both	Prefer not to say	Computer
Love the variety!	Both	Both	Prefer not to say	Tablet
historical transcription, wildlife ID	Both	Both	Prefer not to say	Computer
Ecology and Astronomy	Both	Both	Prefer not to say	Computer
Universal and Oceanic	Both	Both	Prefer not to say	Computer
Ecology	Both	Both	Prefer not to say	Computer
Ecology	Both	Both	Prefer not to say	Mobile phone
identifying wild life animals, observing their behaviour	Both	Both	Prefer not to say	Computer
Ecology	Both	Both	Prefer not to say	Computer
Space	Both	Both	Prefer not to say	Computer
transcriptions, marking tasks - Anotate, Plastic tide, Shakespeare's time, War Diary, Science Gossip, Notes from Nature, Wildlife...	Both	Both	Prefer not to say	Computer
Identifying or marking animals	Both	Both	Prefer not to say	Computer
Animals	Both	Prefer not to say	Prefer not to say	Computer
marking tasks	Both	Prefer not to say	Prefer not to say	Computer
	Prefer not to say	Prefer not to say	Prefer not to say	Computer

Astronomy, Any decision to put a project on Zooniverse thats useful should be done there's alot of people willing to help.Personally I enjoy helping with adventures .	Prefer not to say	Prefer not to say	Prefer not to say	Prefer not to say
	Prefer not to say	Prefer not to say	Prefer not to say	Computer
involving animals	Prefer not to say	Prefer not to say	Prefer not to say	Tablet
Astronomy	Survey Workflow	Prefer not to say	Prefer not to say	Computer
I particular enjoy environmental conservation especially identifying animals from camera trap surveys	Survey Workflow	Prefer not to say	Prefer not to say	Tablet
Biological / Astronomy (planet hunting)	Survey Workflow	Prefer not to say	Prefer not to say	Computer
Astronomy	Yes/No Workflow	Prefer not to say	Prefer not to say	Computer
	Both	Survey Workflow	Prefer not to say	Computer
	Both	Survey Workflow	Prefer not to say	Computer
Biomedical	Survey Workflow	Survey Workflow	Prefer not to say	Computer
Archeology	Survey Workflow	Survey Workflow	Prefer not to say	Computer
	Survey Workflow	Survey Workflow	Prefer not to say	Computer
	Yes/No Workflow	Survey Workflow	Prefer not to say	Computer
animal identification	Both	Yes/No Workflow	Prefer not to say	Computer
Nature based, animal and plant	Both	Yes/No Workflow	Prefer not to say	Computer
	Both	Yes/No Workflow	Prefer not to say	Computer
Wildlife surveys	Both	Yes/No Workflow	Prefer not to say	Computer
Ecology	Both	Yes/No Workflow	Prefer not to say	Mobile phone
They are all good	Yes/No Workflow	Yes/No Workflow	Prefer not to say	Computer
Transcription	Yes/No Workflow	Yes/No Workflow	Prefer not to say	Computer
	Yes/No Workflow	Yes/No Workflow	Prefer not to say	Tablet
	Yes/No Workflow	Yes/No Workflow	Prefer not to say	Computer
Photos or transcription	Both	Yes/No Workflow	Quick	Computer
Ecology	Yes/No Workflow	Yes/No Workflow	Quick and easy to use	Computer
Animals	Both	Yes/No Workflow	quicker	Computer
	Survey Workflow	Survey Workflow	Seems to be more valuable	Computer
Marking projects	Both	Yes/No Workflow	Simple, allowing a quick dip rather than an extensive commitment like the transcription projects demand	Computer
Wildlife	Survey Workflow	Survey Workflow	Since I'd done Snapshots at Sea before l moved to survey right away to cover more details.	Tablet
Nature projects	Both	Survey Workflow	Still able to view all the images of all the wildlife which is great, but as the final objective is to identify whale flukes it is a little frustrating to repeatedly be seeing images that aren't even whales. Perhaps if you decide to continue with the yes/no scenario a slightly more direct approach might be a good compromise. eg - is there a whale/dolphin in this image for the starting question would eliminate a lot of the images in the first round. or use the animal type survey question to sort the birds/ seals&otters/ no animals/ fish from the whales then progress to yes no answers	Computer
Animals	Survey Workflow	Survey Workflow	Survey	Mobile phone
Species Identification	Both	Both	The yes/no was quick and easy, but the survey felt more involved and fun	Computer
Those related to nature; snapshots at sea, snapshot serengeti, penguin watch, etc.	Both	Both	The yes/no workflow is better when I'm tired and don't want anything even remotely complicated, the survey takes a bit more focus. Both work, but the situations I used them differed.	Computer
Cat Cam Panthera I enjoy the most. Both in Africa and Indo China. There's so much diversity in species and they use very good quality camera's.	Both	Survey Workflow	The Yes/no workflow is so ridiculous easy that it becomes very dull after a minute. Of course, one can click very quick through the images but it doesn't give a challenge. The survey asks more attention from me, because I have to do different tasks to mark the whales tail etc. Here also the diversity in activity gives me more challenge and keeps it more interesting.	Computer
	Both	Both	The yes/no, I could go thru quickly when my time was limited. The survey liked for total opposite reasons. I would enjoy viewing the photo learning more about the geography as well as the mammal.	Computer
Ecology	Survey Workflow	Survey Workflow	thought it was the more comprehensive alternative	Computer
animals	Both	Yes/No Workflow	very quick and easy	Computer
animal-related	Both	Yes/No Workflow	Very simple and a great way to relax	Tablet
Any that I can do a bit at a time as time is not always available	Survey Workflow	Survey Workflow	Was simple and straight forward, interesting without taking too much time to complete each one	Computer
Wildlife	Survey Workflow	Survey Workflow	Yes/No is boring	Computer
Astronomy and Ecology, especially ocean related	Both	Both	Yes/No is quicker. You can get through more images so more worthwhile if you have limited time to spend on it and still felt as if you were contributing. On the other hand, Survey means you can help with more in-depth information. However, if I had to choose would probably opt for Yes/No	Computer
Identifying species in camera traps	Yes/No Workflow	Both	Yes/no is very quick and easy, survey provides more detail	Mobile phone
marine animals	Both	Both	Yes/no was quicker to complete, but the survey covered more questions. I don't have a preference.	Computer