Appendix 1: Newsletters to volunteers

Newsletter 1 (A): sent to existing Snapshots at Sea volunteers

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 <u>Snapshots at Sea</u>, 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

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 <u>Snapshots at Sea</u>, 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

Date: July 6, 2017

Subject: New images on Snapshots at Sea!

[GET FROM GRANT]

Newsletter 3: Sent to everyone who participated on Snapshots at Sea

Date: July 6, 2017

Subject: More to do on Snapshots at Sea!

Hi there.

We still need your help on <u>Snapshots at Sea!</u> 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

Date: July 6, 2017

Subject:

Ali from Snapshots at Sea <no-reply@zooniverse.org>

Hi everyone,

Thank you all so much for your help classifying images on <u>Snapshots at Sea!</u> The whales you find will get individually identified and help researchers better understand humpback whale movements and population dynamics around the world.

At the <u>Zooniverse</u>, 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!

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.

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

	. Which Snapshots at Sea workflow did you prefer? Mark only one oval.		
	Yes/No Workflow		
	Survey Workflow		
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Posicia and senimi classification. Bell Gen Fred F				Although the yes/no was nice for mobile use, the survey was generally my favourite because I had	
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Control Clark Control Clar	ace, 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
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When I relate to and understand the research purpose (le life sciences but not astronomy - I just do not 'get' it, maybe later but prefer to stick for now to selected projects until completio

ciences but not astronomy - I just do not 'get' it; maybe later	
out prefer to stick for now to selected projects until completion -	
vhich could take a while though :-)). When I feel that I can do	
he task and can improve as I do more classifications. The type of	
projects can vary though, I actually enjoy having a few projects	
pened at teh same time and alternate between types such as	
ranscription or marking	Both
nimals, birds etc	Yes/No Workflow
	Both

	fossils, Mars, whales, African wildlife All of them Astronomy and anything all all do do with wildlife on land or the sea Animal related Ecology
Both Both Survey Workflow	Camera traps any subject is fine // yes/no or comparing 2 photos - it's fast Ecology, Astronomy, Wildlife
Both Both Yes/No Workflow Survey Workflow Yes/No Workflow Both Survey Workflow	humanities! Ecology Astronomy, wildlife animal indentification Zoology Animal/wildlife and environmental Anything with critters!
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Yes/No Workflow Yes/No Workflow Prefer not to say Survey Workflow Yes/No Workflow Yes/No Workflow Survey Workflow

and the state of t	
Ecology, Astronomy, Wildlife	Survey Workflow
fossils, Mars, whales, African wildlife	Both
All of them	Both
Astronomy and anything all all do do with wildlife on land or the	
sea	Yes/No Workflow
Animal related	Both
Ecology	Both
Exoplanet explorer, finding pulsars etc. Also Gorongosa type of	
animal identification from camera trap photos.	Both
identifying animals, birds, fish, sea mammals, even space stuff	Both

Yes/No Workflow Yes/No Workflow Survey Workflow

Survey Workflow

Yes/No Workflow Survey Workflow Yes/No Workflow Both

Yes/No Workflow

BO+b	Both	Survey Workflow	Both	Survey Workflow	space stuff Both	Botil

Yes/No Workflow Survey Workflow Both

rkflow	Prefer not to say
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	Both
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| Both
Both | Both
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|--------------|--------------|------|------|------|------|------|------|------|

Ecology

Universal and Oceanic **Ecology and Astronomy**

Animal classification and counting Love the variety! historical transcription, wildlife ID

Animal traps Animals Photo classification astronomy

Ecology identifying wild life animals, observing their behaviour Ecology

Prefer not to say	Prefer not to say	Prefer not to say	Both	Both

Both Both Both Prefer not to say

transcriptions, marking tasks - Anotate, Plastic tide,
Shakespeare's time, War Diary, Science Gossip, Notes from
Nature, Wildlife...
Identifying or marking animals
Animals

marking tasks

* L	whales from their tails was re	It was easier to contribute in	with your learning aims etc)	It seems more sensible to pro	It made me feel more involve	It easy to do when I have down time at work	It depends on my mood. The	
	whales from their tails was really tough, so I just didn't do that yes/no. I had zero confidence when I	It was easier to contribute in small bites. It was also easier to do on my phone. And identifying		It seems more sensible to provide more complete information (but I have no idea how that fits in	It made me feel more involved - identifying the tips and center of the fluke		It depends on my mood. The latest Snapshots survey were short anyway so i did not mind either	
			Computer		Computer	Computer	Computer	

Both Yes/No Workflow Survey Workflow

Survey Workflow

more intresting	More could be done in a shorter amount of time.	just think its easier and less confusing	just love it all	It's unambiguous.	It's more comprehensive and eliminates redundant work on one snapshot.	it's fast
Computer	Tablet	Computer	Computer	Computer	Computer	Computer

Only worked on survey	no preference	Multiple informations in a single classification	moves along faster	More satisfying
Mobile phone	Computer	Computer	Computer	Tablet

Computer	Prefer not to say
Computer	Prefer not to say
Computer	Prefer not to say
Mobile phone	Prefer not to say
Computer	Prefer not to say
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Computer	Prefer not to say
Tablet	Prefer not to say
Computer	Prefer not to say
Computer	Possible to do on the app, and it was well made.
ivio pri di pri	Only worked on survey

Prefer not to say		Prefer not to say											
Computer	Computer	Computer	Computer	Computer	-	Computer	Computer	Computer	Mobile phone	Computer	Computer	Computer	

Computer	Yes/no was quicker to complete, but the survey covered more questions. I don't have a preference. Computer	Both	Both	marine animals
Computer Mobile phone	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 Yes/no is very quick and easy, survey provides more detail	Both Both	Both Yes/No Workflow	Astronomy and Ecology, especially ocean related identifying species in camera traps
Computer Computer	Was simple and straight forward, interesting without taking too much time to complete each one Yes/No is boring	Survey Workflow Survey Workflow	Survey Workflow Survey Workflow	Any that I can do a bit at a time as time is not always available Wildlife
Tablet	reat way to relax	Yes/No Workflow	Both	animal-related
Computer	thought it was the more comprehensive alternative very quick and easy	Survey Workflow Yes/No Workflow	Both	animals
Computer	reasons. I would enjoy viewing the photo learning more about the geography as well as the mammal.	Both	Both	
Computer		Survey Workflow	Both	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.
Computer	The yes/no workflow is better when I'm tired and don't want anything even remotely complicated, the survey takes bit more focus. Both work, but the situations i used the militared the survey takes bit more focus. Both work, but the situations it used the militared of focus one. The Yes/no workflow its or difficulties earth but it have more user, dell figher amounts of focus one.	Both	Both	Those related to nature; snapshots at sea, snapshot serengeti, penguin watch, etc.
Computer	Survey The yes/no was quick and easy, but the survey felt more involved and fun	Both	Both	Animals Species Identification
Computer	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, e.g. 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	Survey Workflow	Both	Nature projects
Tablet	done Snapshots at Sea before I moved to survey right away to cover more details.	Survey Workflow	Survey Workflow	Wildlife
Computer	Simple, allowing a quick dip rather than an extensive commitment like the transcription projects demand	Yes/No Workflow	Both	Marking projects
Computer	Seems to be more valuable	Survey Workflow	Survey Workflow	
Computer	quicker	Yes/No Workflow	Both	Animals
Computer	Quick	Yes/No Workflow	Both Ves (No Workflow	Photos or transcription
Computer	Prefer not to say	Yes/No Workflow	Yes/No Workflow	
Tablet	Prefer not to say	Yes/No Workflow Yes/No Workflow	Yes/No Workflow Yes/No Workflow	Iranscription
Computer	Prefer not to say	Yes/No Workflow	Yes/No Workflow	They are all good
Mobile phone		Yes/No Workflow	Both	Ecology
Computer	Prefer not to say Prefer not to say	Yes/No Workflow Yes/No Workflow	Both	Wildlife surveys
Computer	Prefer not to say	Yes/No Workflow	Both	Nature based, animal and plant
Computer	Prefer not to say	Yes/No Workflow	Both	animal identification
Computer		Survey Workflow	Survey Workflow	
Computer		Survey Workflow	Survey Workflow	Archeology
Computer		Survey Workflow	Survey Workflow	Biomedical
Computer	Prefer not to say	Survey Workflow	Both	
Computer	Prefer not to say	Prefer not to say	Yes/No Workflow	Astronomy
Computer		Prefer not to say	Survey Workflow	Biological / Astronomy (planet hunting)
Tablet	Prefer not to say	Prefer not to say	Survey Workflow	I particular enjoy environmental conservation especially identifying animals from camera trap surveys
Computer	Prefer not to say	Prefer not to say	Survey Workflow	Astronomy
Tablet		Prefer not to say	Prefer not to say	involving animals
Computer	Prefer not to say	Prefer not to say	Prefer not to say	nelp. Personally Lenjoy neiping with adventures .
				Astronomy, Any decision to put a project on Zooniverse thats useful should be done there's alot of people willing to

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.

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

	. 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?		
		shots at Soa?	
1()	What device did you primarily classify on for Sna		
10.	. What device did you primarily classify on for Snap Mark only one oval.	Silots at Sea:	
10.		snots at sea:	
10.	Mark only one oval.	snots at sea:	
10.	Mark only one oval. Computer	silots at dea:	

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