

Understanding how motivations for using iNaturalist change over time

Samantha Lowe, Brittany Mason, Dr. Nia Morales, and
Dr. Corey T. Callaghan



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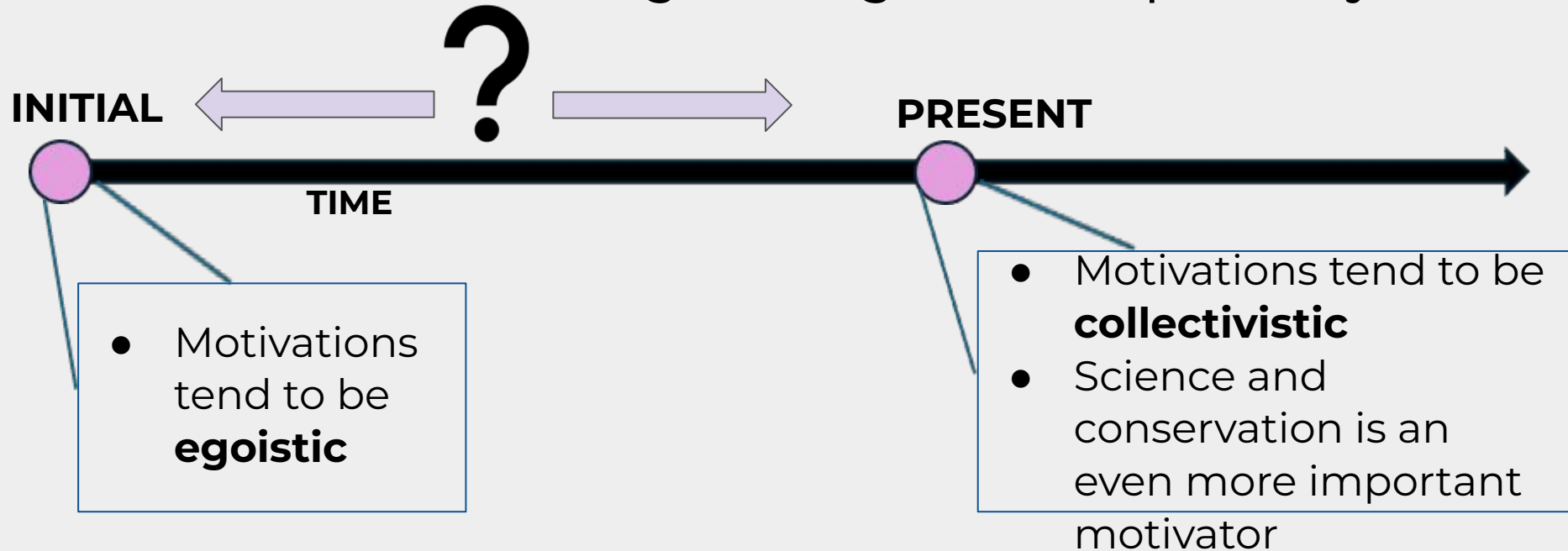


Motivations for participating in citizen science

- ❖ Understanding what motivates participants can improve recruitment and maintenance of participants
- ❖ People participate in projects that accommodate their motivations
- ❖ Contributing to science and learning are two strong motivators for biodiversity-oriented citizen science projects

What we know about how motivations change over time

Previous research hasn't studied how motivations change through time sequentially



Addressing this knowledge gap with iNaturalist

- Broad in scope based on number of users (3.2M) and diverse interests of users
- Results may be applicable to other citizen science projects



Methods

Survey Design & Pilot

15 motivations
on a 5-point
likert scale



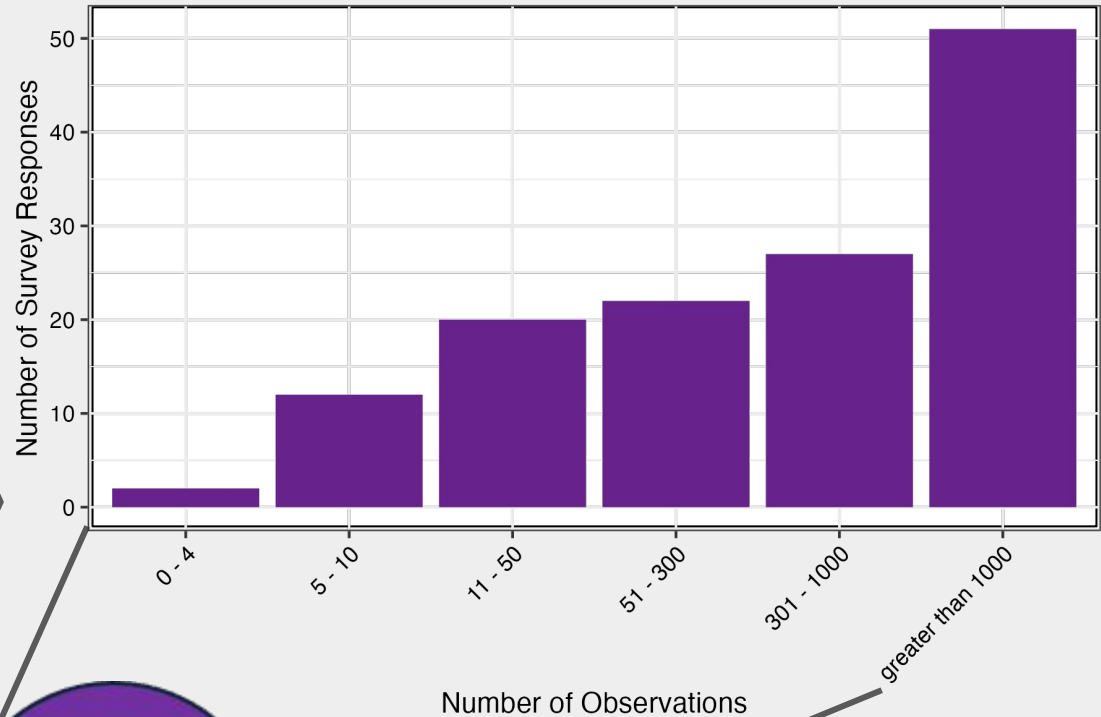
Quota Sampling of U.S. iNat users

- Stratified users into 5 groups by observation count
- 100 users sampled per group + 2 resamples
- Utilized iNat DMs

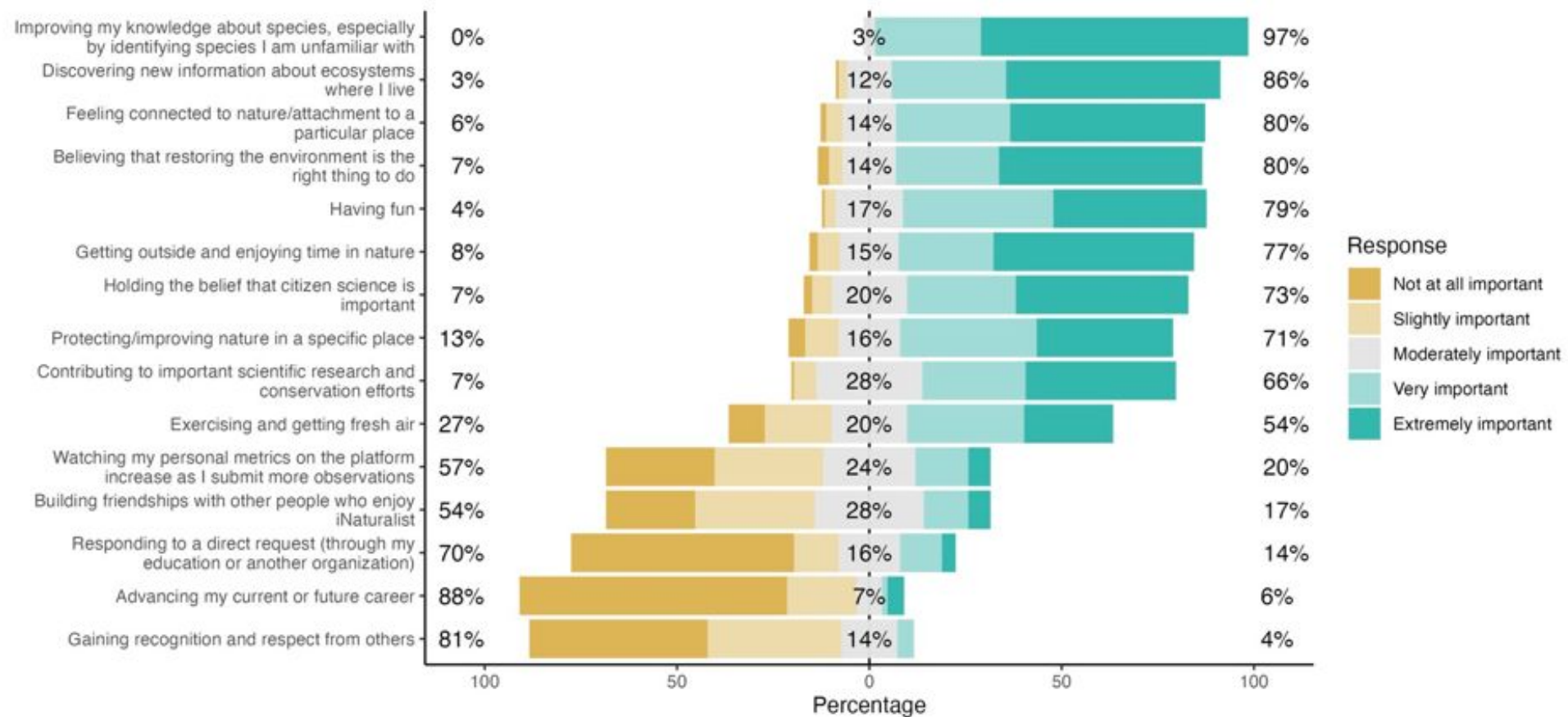
Next: Convenience sampling

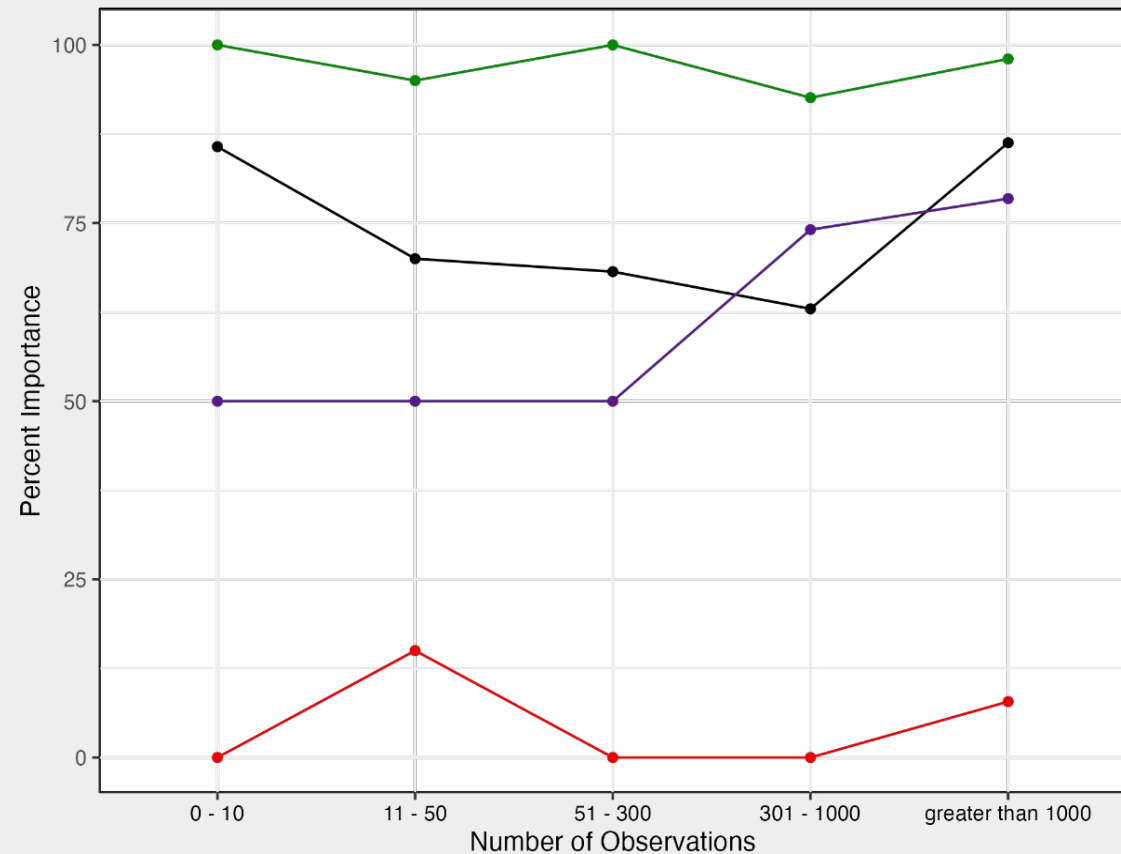
open to all
iNat users

Survey is
in
progress!
So far...



n=138





Motivation

- Advancing my current or future career
- Getting outside and enjoying time in nature
- Contributing to important scientific research and conservation efforts
- Improving my knowledge about species, especially by identifying species I am unfamiliar with

Key takeaways

- Citizen science projects can focus on motivations consistently important for all users to both recruit and maintain participants.
- Some motivations vary in importance with participant experience. Understanding this variability can inform which motivations should be emphasized when recruiting and which should be emphasized to maintain active participants.

Thank you!