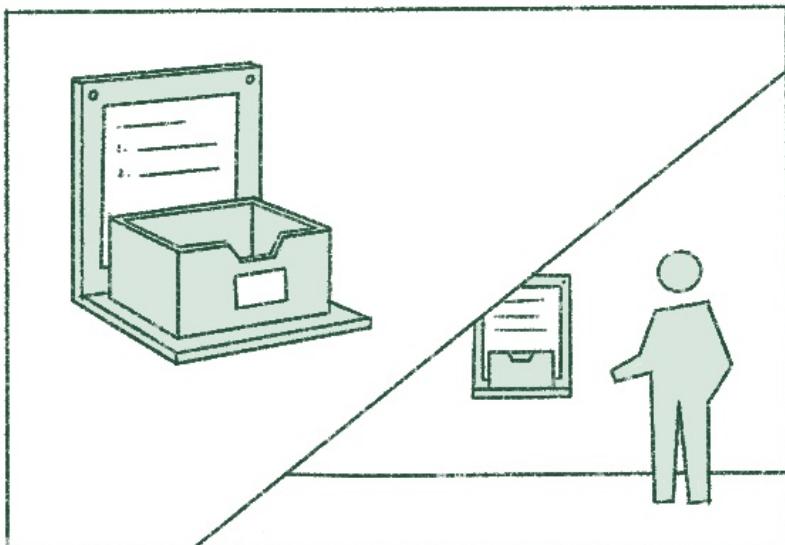


Visual Script

Team 3: City Nature Challenge on Social Media (+ general promotion of the CNC)
Gabbi LaBorwit, Danova Gardilcic, Emily Zhou



Museum Set-up

Inside the museum will be a bucket filled with our cards. Above the bucket will be information on the cards with instructions on what to do with them.

Scavenger Cards

How to participate:

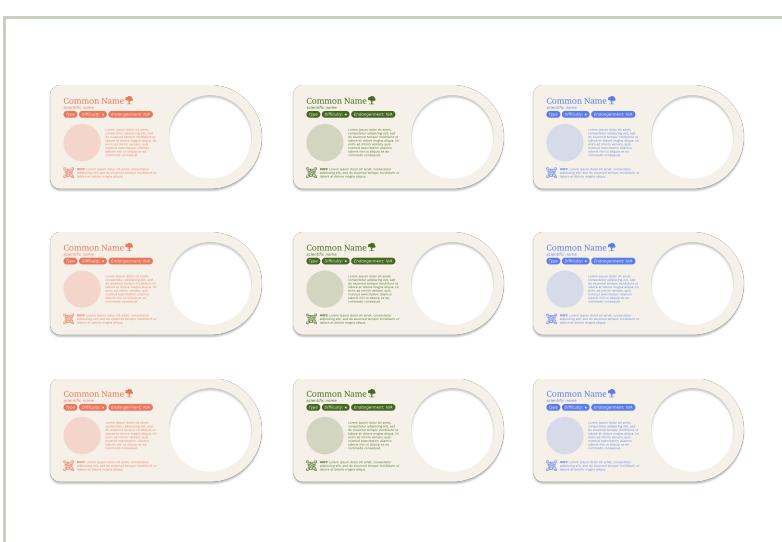
1. Take a card
2. Download iNaturalist
3. Find the species listed on the card around your neighborhood
4. Take a photo
5. Upload to iNaturalist
6. Have your specimen ID'd by a real scientist!

@CMNH & iNaturalist

Accompanying Signage

In particular, the instructions above the bucket of cards will tell users to take a card, to download iNaturalist on their device, find the species on their card, take a photo of their species and upload it to iNaturalist.

We are also considering writing more about the project to get people motivated to take a chip (e.g., “Take a chip to go on a dynamic scavenger hunt around Pittsburgh!”)



Cards as a Set

Individual cards in the bucket are part of a larger set. We plan to have two different species represented from each category: insects and bugs, larger animals, and plants. Currently, our proposed card deck would be:

Plants

- Sycamore Tree
- Virginia Bluebells

Insects and Bugs

- Lady bug
- Slug

[Larger] Animals

- Bird: Carolina Chickadee
- TBD

Additionally, to tie our cards even more to the City Nature Challenge, we plan to frame them as “limited edition”; only out for the four days during the challenge. If successful, after the Challenge the museum can always make more and say “it so successful we will leave buckets out forever”, etc.



Card Front

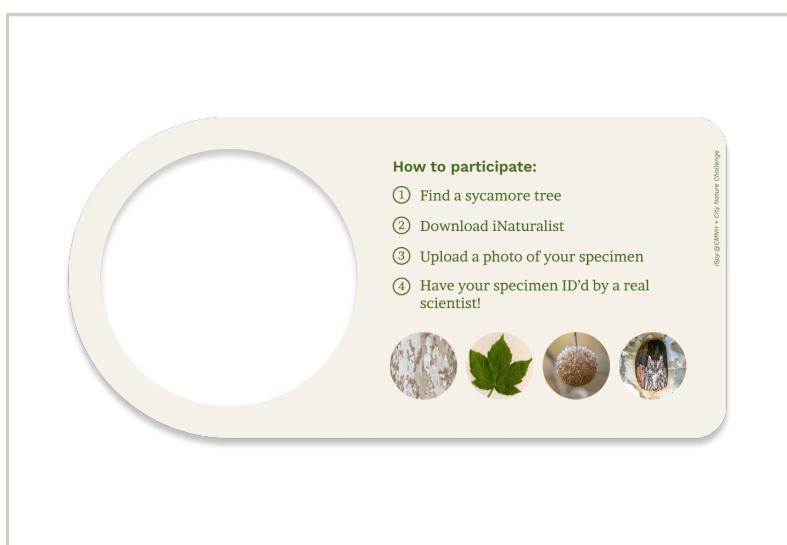
Promote Systems Thinking- Engage with Anthropocene Values:

-In this example, the card gives the generic description of the species, its status, and where it's native to. Then, an interesting fact about the species is included, before giving an insight into how this species participates in an ecosystem of other parts of nature. Finally, participants are given a hint as to where this species might be located.

-The information given will encourage readers to think about how the species on the card plays an essential role within the system it participates in, and that humans strongly influence.

Knowledge takeaways:

- Understand: Develop an understanding of how humans have driven nature to adapt to urban environments
- Forge: Foster relationships between people and nature in their community, excited about going outside
- Recognize: Spark awareness of the interconnectedness of animals, humans, and plants
- Education: Educate on the impact of urban development on nature and natural systems
- Biodiversity: Deepen understanding of human impact on biodiversity and endangerment



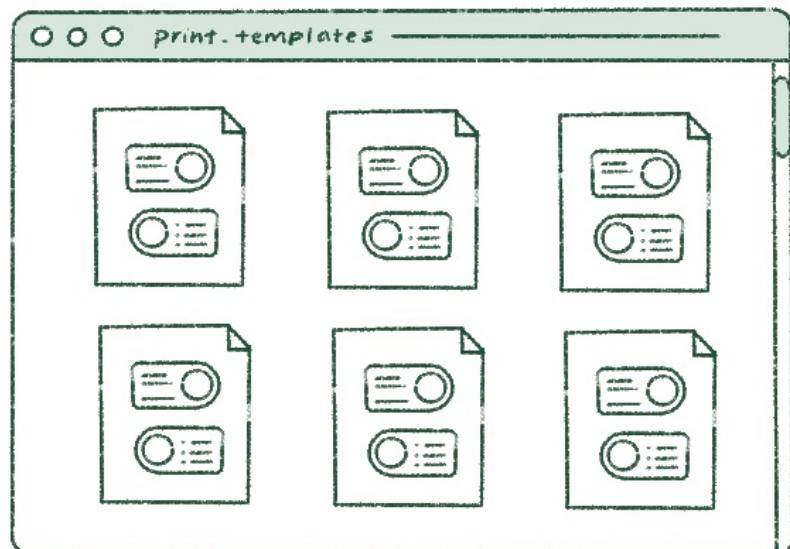
Card Back

Reach our learning goals:

-On the back of the card, the participants are given a numbered series of instructions for how to participate in the city nature challenge using the card.

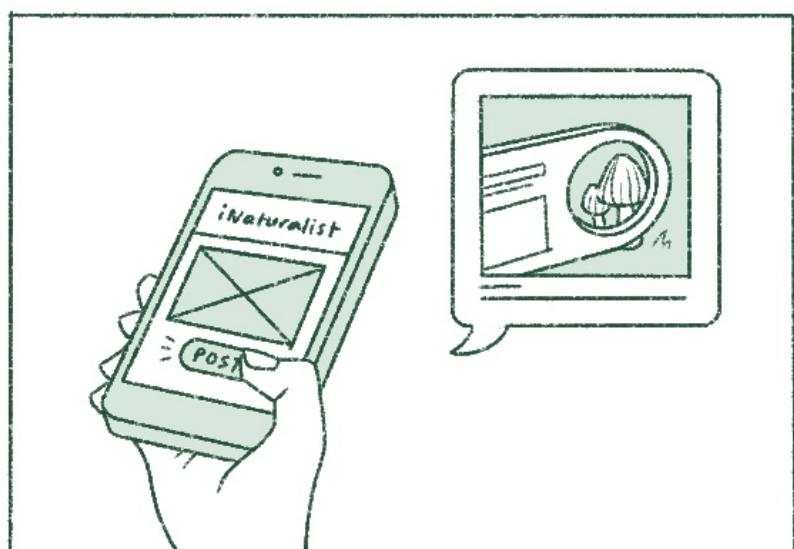
-We will use this part of the project to encourage participants to reach these learning goals relating to our Anthropocene topic. Readers are given the opportunity to further engage in scientific learning and participate in the scientific community. Our goals here are to:

- Generate interest in science by causing excitement around finding and identifying urban wildlife
- Spark conversations about human impact on biodiversity
- Increase awareness of habitat loss and forced species adaptations
- Prompt discussions on native and non-native species, introduced by humans, impact on environmental system



Print Templates

In addition to their place in the museum, our cards will also be available online as cut outs via downloadable PDF. This way, those who can't make it to the museum can still participate. If someone doesn't have access to a printer, they can just view the cards online, with the ability to scan the QR code still available on the screen.



Connection to iNaturalist

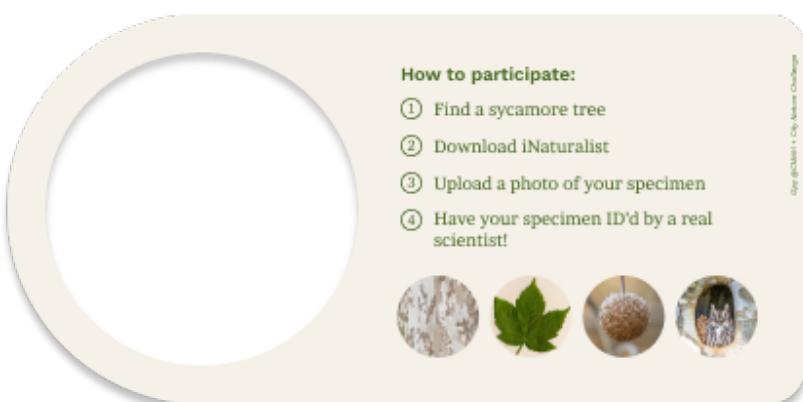
-In this final stage, we encourage participants to use iNaturalist to have their photographs identified by scientists on the website. This helps add to the database of information on the app, and encourages scientific learning and participation in the community from museum visitors.

-Participants are encouraged to further participate with iNaturalist, collecting a full set of cards and learning more about Pittsburgh species, as well as gain understanding of how every species participates and is essential to a system often threatened by human development of urban areas.

-We hope that participants will come away from this with a renewed appreciation for the nature around them in an urban environment, and eagerness to learn more about scientific communities, and be more aware of how every part of nature participates in a system that has been impacted by humans.

Visual Script

Team 3: City Nature Challenge on Social Media
Gabbi, Danova, Emily



Museum setup

Card Front

Promote Systems Thinking- Engage with Anthropocene Values:

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- Increase awareness of habitat loss and forced species adaptations
- Prompt discussions on native and non-native species, introduced by humans, impact on environmental system (ex. common lesser celandine flowers shading out PA's natural wildflowers)

General Notes

In order

Uploading photos to iNaturalist/Takeaways

-In this final stage, we encourage participants to use iNaturalist to have their photographs identified by scientists on the website. This helps add to the database of information on the app, and encourages scientific learning and participation in the community from museum visitors.

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