

Designing an Experiment Together

COMM 4940
Kennedy Hall 213

Notes: <http://bit.ly/2RZLn1N>



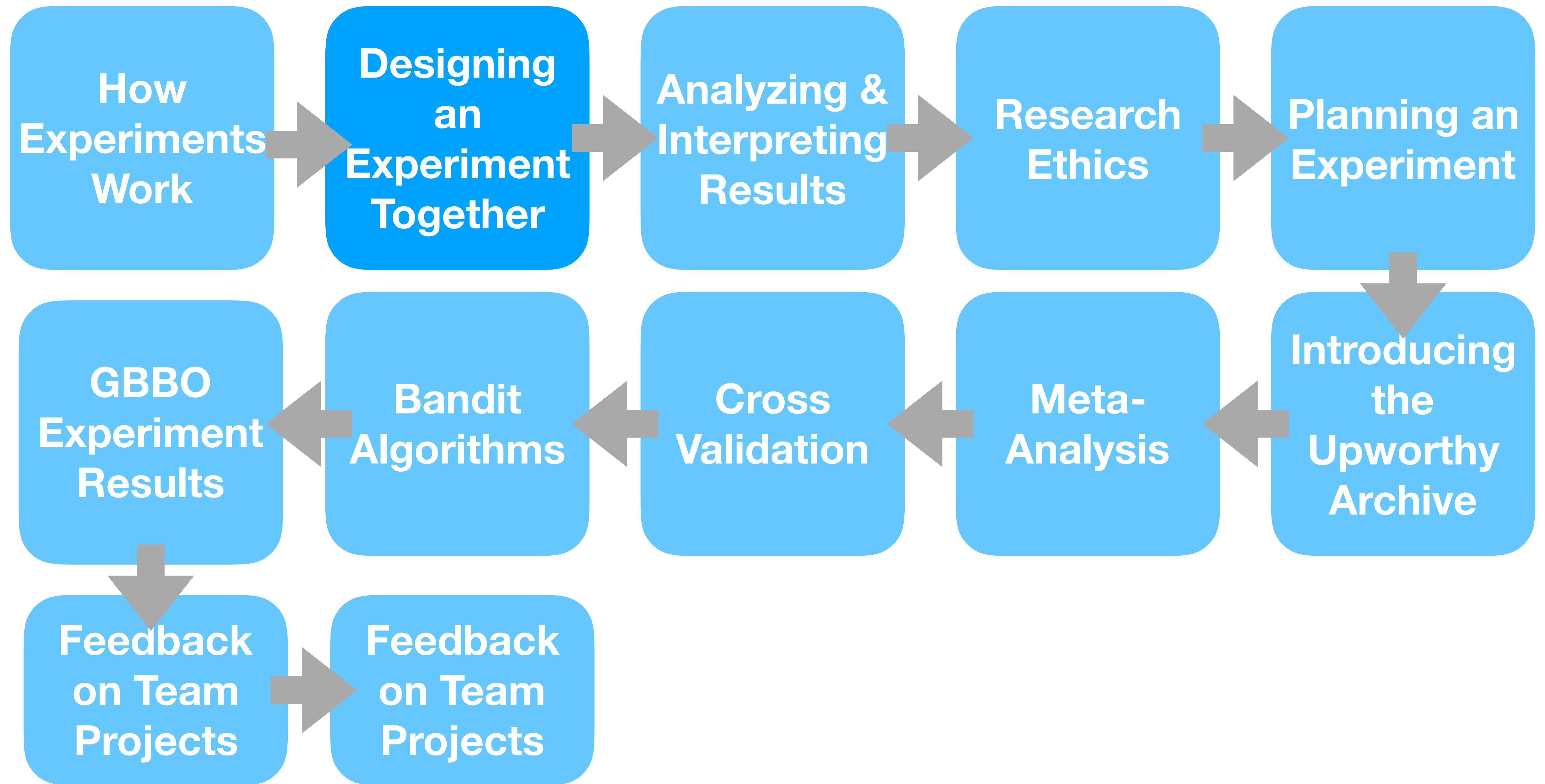
J. Nathan Matias

@natematias

citizensandtech.org

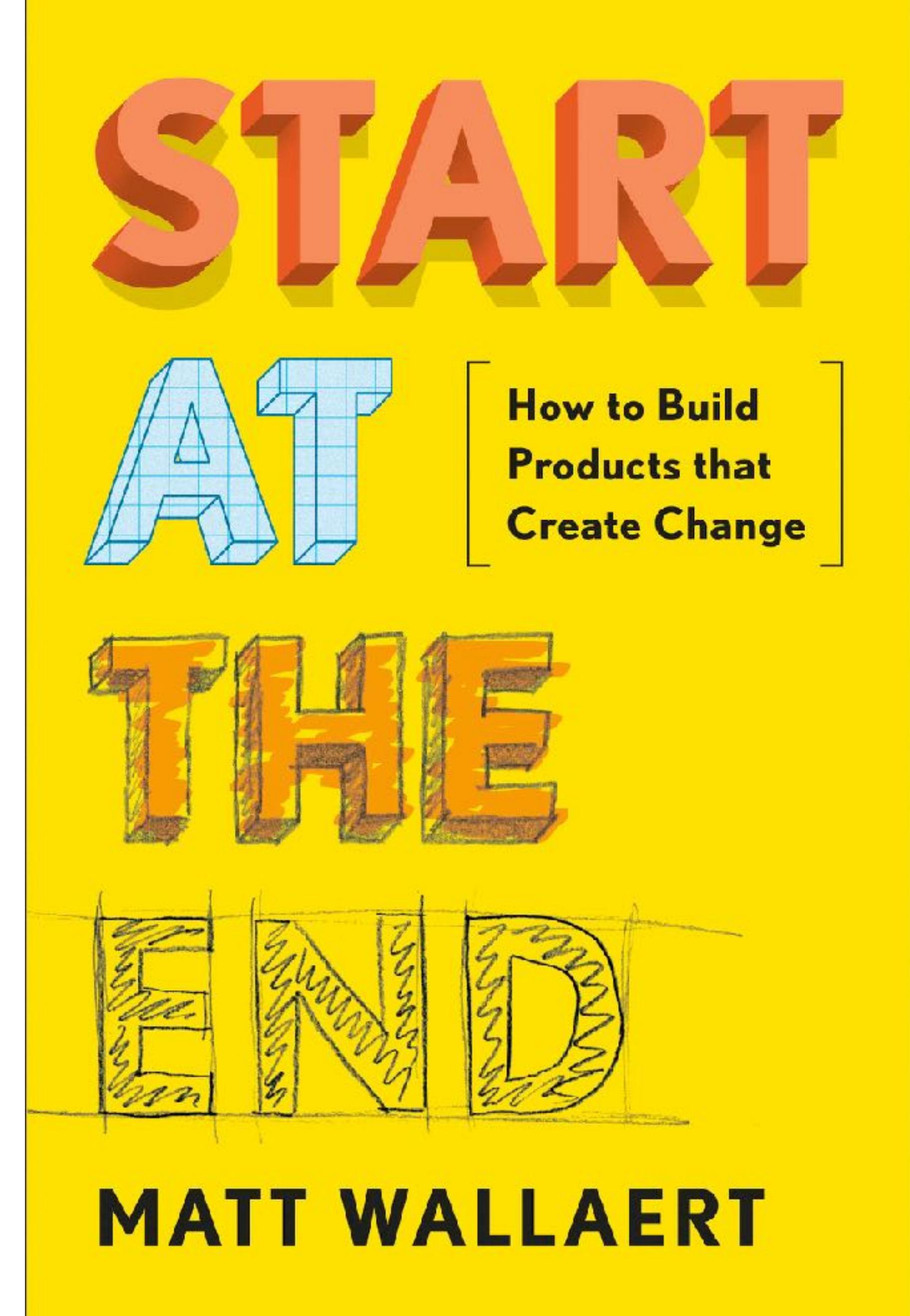
natematias.com

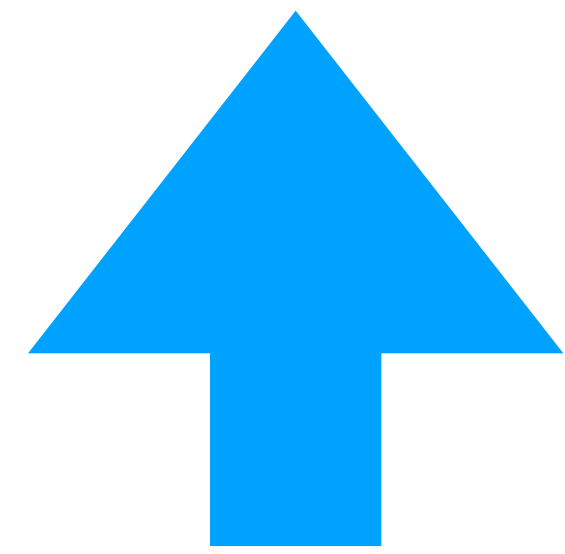






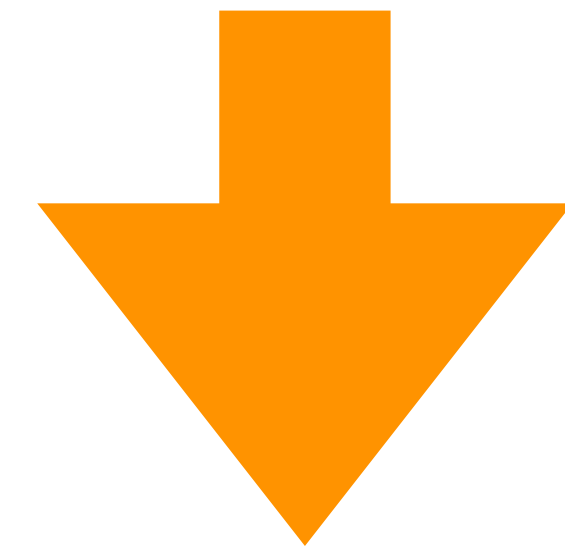
Matt Wallaert
Chief Behavioral Officer
Clover Health





**Promoting
Pressures**

**Inhibiting
Pressures**



Schedule For the GBBC Study

Feb 11 - Propose Ideas for a Headline & Call to Action

Feb 15-18 - GBBC

Feb 19 - We announce the “winners” that the GBBC will use

Late Feb - Email sent to participants

April 15 - We receive data back & analyze it

GBBC Assignment (in pairs)

1. **Read** “Recruiting and retaining participants in citizen science: What can be learned from the volunteering literature?.”
2. **List** Promoting & Disinhibiting Pressures
3. **Propose** an email
4. Three paragraphs **supporting** your proposed email with specific pressures that you identify

The Great Backyard
Bird Count

GBBC eNewsletter

February 17, 2019

[Email Headline](#)

Red-breasted Nuthatch by Ruth Blair, Ontario, Canada, 2019 GBBC.

Count Update

The checklists are pouring in for the Great Backyard Bird Count and as of Sunday morning in the United States, more than 67,000 tallies have been entered. Those lists include more than half the bird species in the world with about 5,500 species reported!

There's a lot to explore. To get started, click on "[Explore](#)

The GBBC is
February 15-18, 2019

BirdCount.org[Call To Action](#)

Participation Certificate

Don't forget to download and print your participation certificate to commemorate your participation in the GBBC this year. The certificates are available in [English](#), [French](#), and [Spanish](#). It's a formal way of recognizing your contribution and another way to say, thank you!

Discussing Promoting & Inhibiting Pressures

<http://bit.ly/2RZLn1N>