

Listening, Manipulation, or Both?

COMM 4940
Kennedy Hall 213



J. Nathan Matias

@natematias

citizensandtech.org

natematias.com





Proposed Headlines & Calls to Action

- Had a great time counting birds at GBBC? Add your sightings to further save the environment!
- Bird lovers of the world unite!
- Want an easy way to help the birds?
- We Made It – Over 50% of Global Bird Species Reported!
- GBBC Results are in but we still need your help!

Proposed Headlines & Calls to Action

- Bring the fun of GBBC back home
- FeederWatch: It's Up to Us to Save the Birds!
- With just 15 minutes, you and your friends can enjoy nature and contribute to science

Bundling Theories (maximize impact)

Had fun exploring the great outdoors with friends and family, while also making an important contribution to science? Then don't wait till next year, continue the adventure right from your own backyard. Check out [Project Feederwatch] and join thousands of citizen scientists from across the country

Testing Theories (Maximize Learning)

Sharing Your GBBC Experiences

Headline & Call to Action (FeederWatch)

It's Up to Us to Save the Birds!

Had fun exploring the great outdoors with friends and family, while also helping to save the birds? You can continue the adventure from your own backyard. Check out [Project Feederwatch] and join thousands of citizen scientists from across the country

Headline & Call to Action (eBird)

GBBC Results are in but we still need your help!

The great Backyard Bird Count may be over, but we still need your help! Your contributions go a long way towards helping identify patterns in bird movements. Whether you want to help save endangered species, show off your birdwatching knowledge to your friends or just learn more about birds, eBird is a quick and easy way to stay involved.