Zipkin Lab 2025 Girls Math and Science Day

**Title of activity:** Butterflies Count!

**Brief description of activity:** Counting butterflies is an important aspect of insect conservation programs that is often performed by volunteer scientists from the public. Beyond contributing valuable data for conservation, butterfly counts have been shown to increase participants’ connection to nature. In this interactive activity, students will search for and count butterflies placed around the room after a brief demonstration on how scientists use butterfly counts to study butterfly populations and inform conservation. At our table, students will learn about uncertainty and how increasing sample size leads to more precise estimates of butterflies. Students that participate will be able to choose a small insect sticker to take home.