



Expert Group: RESEARCHERS

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Key Elements to working with stakeholders:

- **Time and Money**
- **Recognized need from the stakeholder's perspective**
 - Data must be seen as important and useful
- **Good relationships with stakeholders**
 - If they don't already exist work through those who do have the relationships
- **LOTS of communication and outreach**
- **Make sure stakeholders feel ownership with the project**



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Key Elements continued:

- **Be sensitive to stakeholder's concerns about what you're collecting and how it will be used**
- **Set appropriate expectations**
- **Have a designated point of contact for stakeholders**



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Methods to recruit and retain stakeholders:

- **Promote your project**
 - Websites, News outlets, networking
- **Personal invitation to participate - “I need your help”**
- **Define how long you are asking them to participate**
- **Use peer to peer recruitment**
- **Provide incentives and revise them over time**
- **Provide lots of feedback**
- **Use “gamification” – earn badges for participation levels**



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Training stakeholders to participate:

- Provide training when it is convenient for them
- Use appropriate training methods – video, peer-to-peer
- Do not underestimate the amount of follow up needed after training is provided
- Be careful how you qualify people to participate – don't insult them
- Field training is more engaging than workshop training



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Skills needed to work with fishermen:

- **Great communication skills**
 - Listening
 - Be humble, let them talk
 - Respect what they know
 - Be ready to learn from them
 - Be tactful
 - Be persistent
- **Know the fishery they are participating in**



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Biggest successes and challenges:

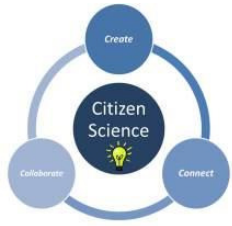
- Don't assume that the larger group of stakeholders wants the same thing the smaller group you are talking to wants.
- Be sure what you collect is useful
- Pilot projects are critical
- Be prepared to fail
- Consider non-fishing participants (ex: divers can also collect temperature data.)
- Be aware that they might think that participation could lead to “undesirable” regulations



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Project Management Recommendations:

- **Following up takes the majority of time once the project is underway**
- **Contact person is critical and should be available outside of normal office hours**
- **Data processing time must be fast, preferably automated. Stakeholders want fast feedback.**
- **QA/QC takes time and maybe longer than many other projects because frequently these data aren't the cleanest.**
- **Include sufficient staff time to evaluate data**



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Outreach Recommendations (from researcher experience):

- Outreach can be good or bad
- Social media can help get the word out, but it is hard to stop misinformation
- Be transparent about the project
- Use limited resources wisely – target the appropriate groups.



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General Recommendations:

- The SAFMC Citizen Science program must be distinctive
- Recognize that it will take time before data will be ready for management or assessment use.
- Potential projects should be reviewed in advance by the SSC and other science groups (e.g. SEFSC) to make sure the data obtained will be useful for management and assessments.



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General Recommendations:

- **Think of this in terms of a Program with multiple projects**
 - Individual projects may cater to different users
 - Every project may not succeed, but with some successes the program will succeed