



SAFMC
Citizen Science
Program Design
Workshop

Jan. 19-21, 2016



North Carolina Sea Grant:
Your link to research & resources for a healthier coast.

Lessons Learned:

*Use of text message reporting to
quantify catch and effort at NC king
mackerel tournaments*

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Novel Data Collection Via SMS

Overview

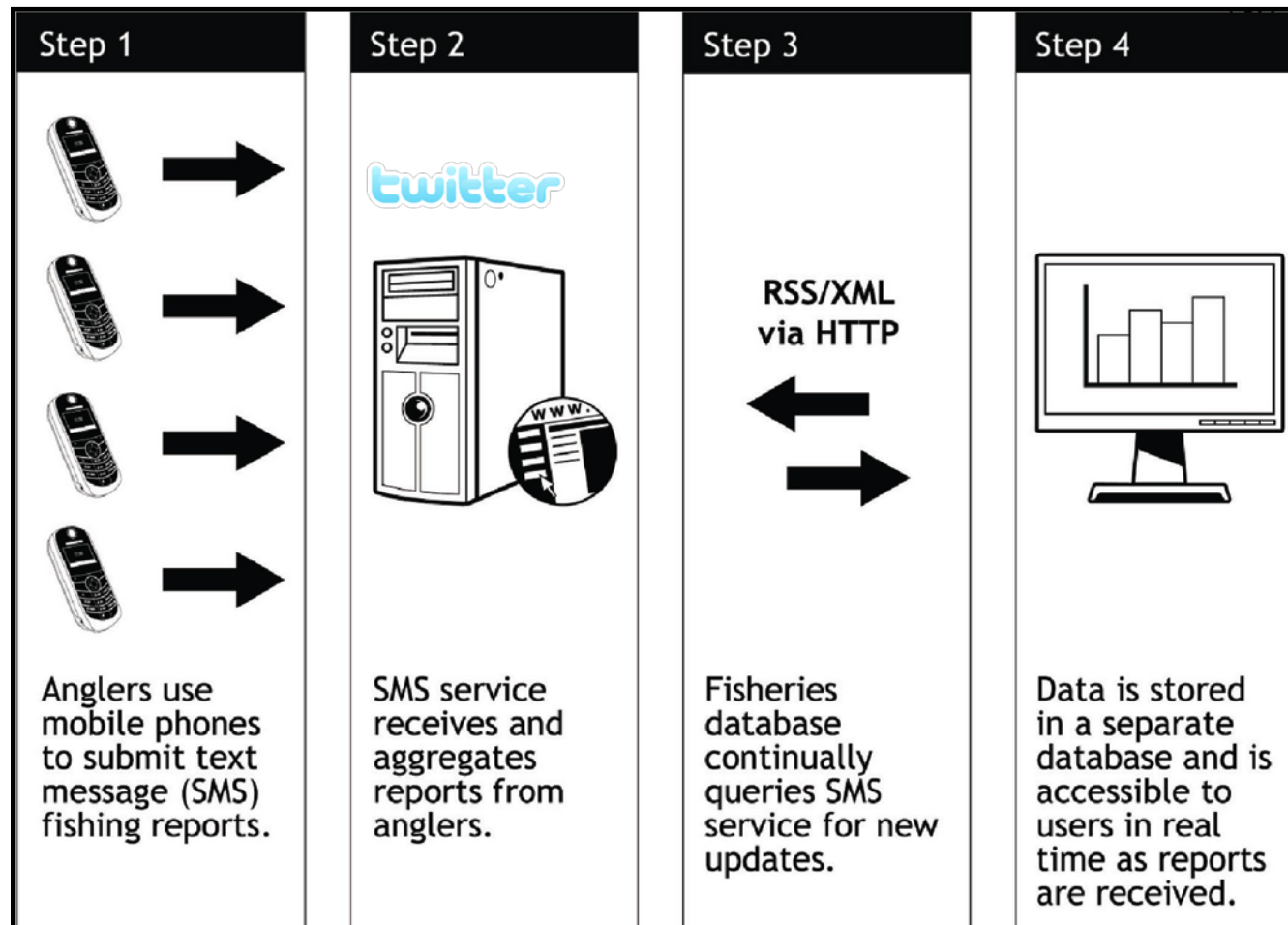
Goals

Capacity

Design

Manage

Adapt



Self Reporting at Tournaments

Overview

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Self Reporting at Tournaments

- **Science**
 - Estimate CPUE and harvest at 6 king mackerel tournaments

 - **Participants**
 - Submit reports whether successful or not in tournament

 - **Policy / Action**
 - Showcase importance of tournaments
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Self Reporting at Tournaments

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- Staff
 - 2 NCSG + 2 students

 - Volunteers
 - Approached 2,500 anglers (~1,000 boats)
 - ~15% submitted reports

 - Partners
 - NCDMF and Tournament organizers
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Self Reporting at Tournaments

- Question/protocol
 - Describe that boat's trip using project syntax / code words
 - Training
 - Some hands-on, mostly refer to wallet card provided
 - Infrastructure
 - SMS > aggregator > XML via RSS > MySQL database
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Self Reporting at Tournaments

- **Participation**
 - ~15% of total trips; increased when reminders incorporated
 - **Data**
 - All usable, but some data entry errors and misunderstanding
 - **Expectations**
 - Difficult to identify and manage
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Self Reporting at Tournaments

- **Research/Action**
 - Results similar to previous study that used paper surveys

 - **Determine effectiveness**
 - Method works but project hampered by lack of complete buy-in by partners/participants

 - **Transparency**
 - Complete (data accessible online as received)
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Lessons Learned...

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- Better convey purpose and need
- Utilize tournament resources
- Minimize reliance on new technology
- Devote more time and money to participant feedback and follow-up
- Anticipate and control for biases and mistakes
- Avoid metric system!
- Agency role in effort

