

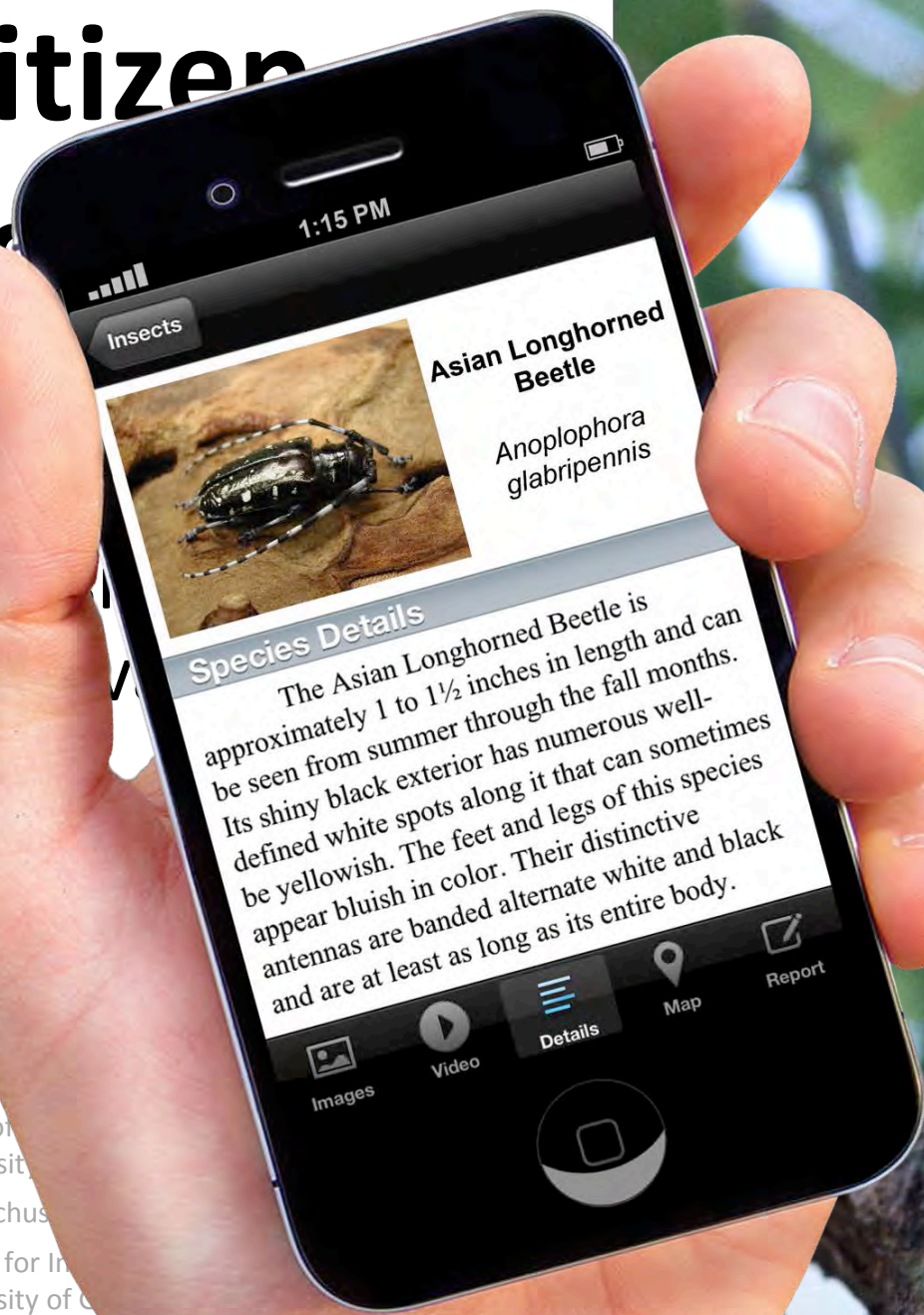
Citizen

Sci

Bu

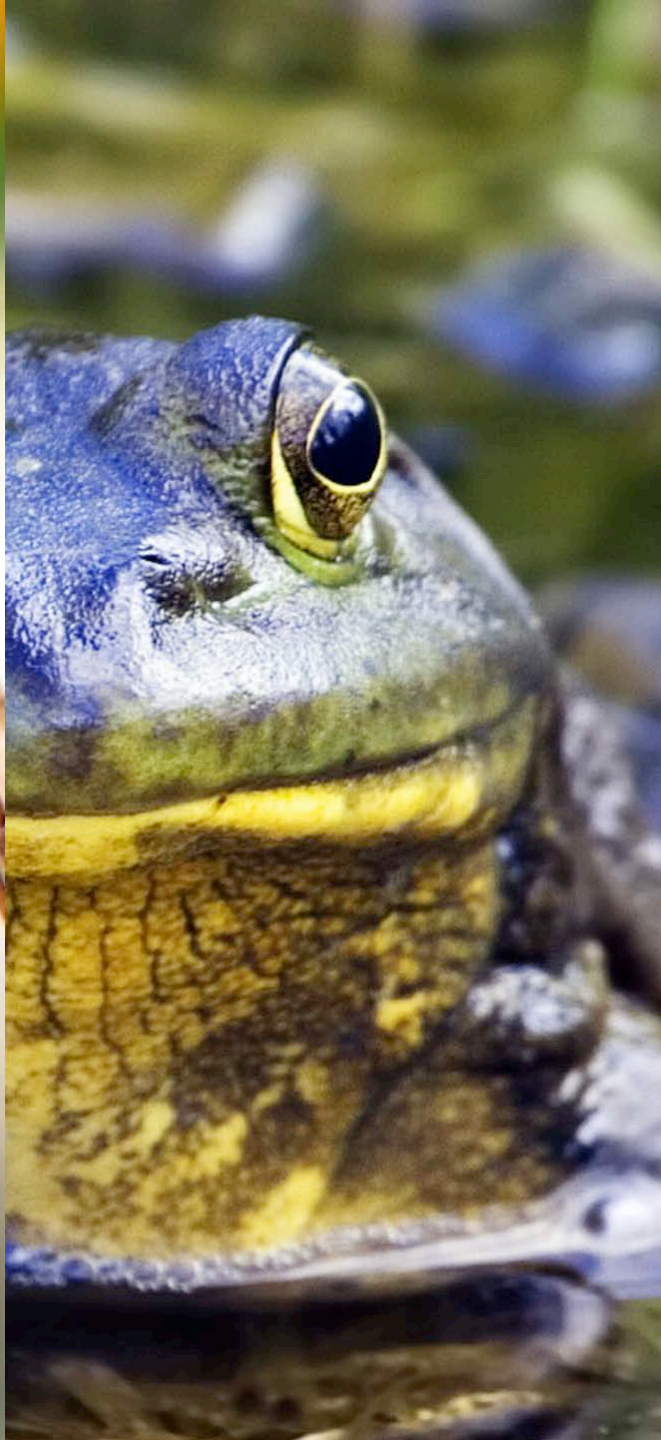
Fish

Dept. of
University
Massachus
Center for In
University of C



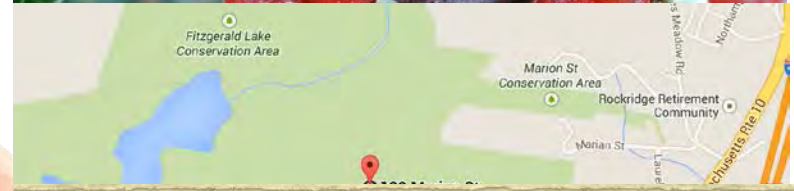












I came across 3 trees in my neighborhood...

There were lots of small Dime-sized holes in the trees!

The upper foliage was Fall colored and it is July...

I couldn't see any beetles, but these are the signs of ALB!



Outsmart Invasive Species Project

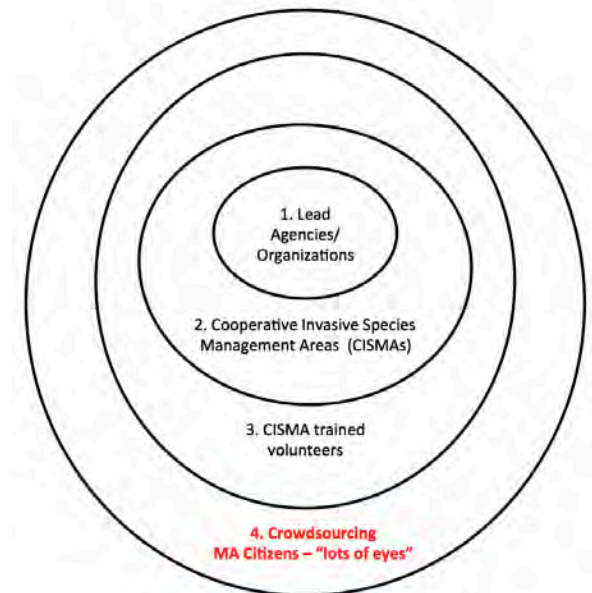
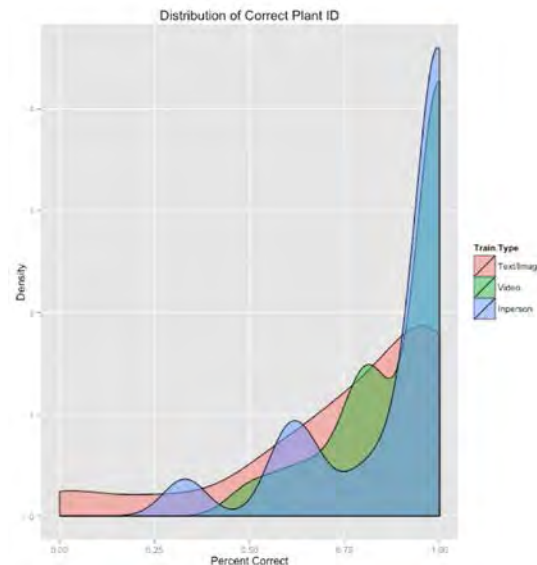




what we do

Invasive Species...

- Outreach
- Research
- Collaborative environmental management





what we do





what we do





what we do





what we do





what we do





what we do





what we do





what we do



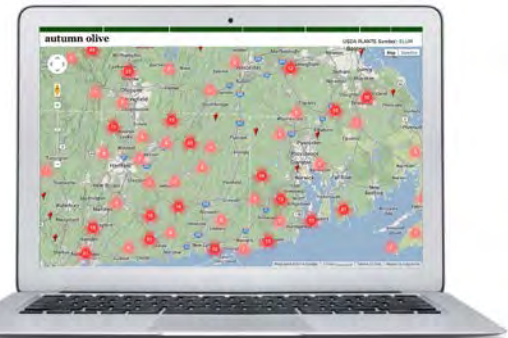
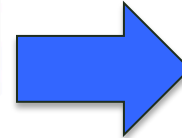
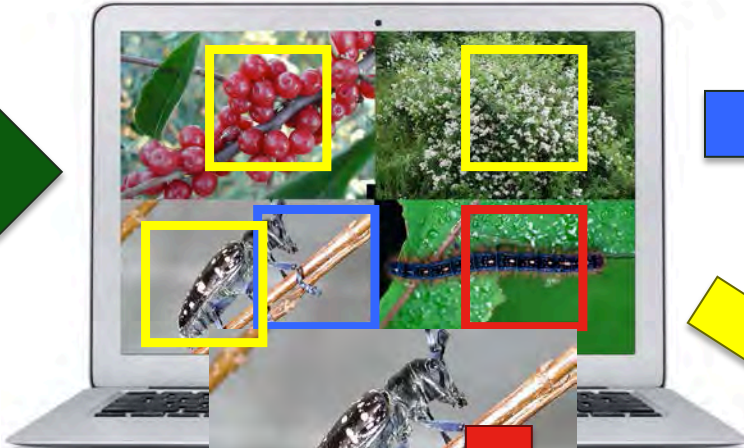
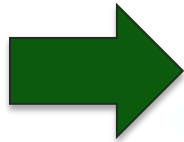


data flow

Citizen Scientists

Outsmart

DCR + EDDMaps





research

Compound Incentives

Incentive Category	Respondent #	4	6	5	3	8	2	9	1
	Rated "Very important"								
Learning	To improve plant and insect identification skills	x		x			x	x	
Learning	To learn more about invasive species	x			x		x	x	
Public good - "helping the cause"	To keep track of invasive species sightings	x	x	x	x	x	x	x	
Public good - "helping the cause"	To protect biodiversity	x	x	x	x	x	x		
Personal need	To protect my property	x					x		
Public good - "helping the cause"	To prevent outbreaks of destructive species	x	x	x	x	x	x	x	
Personal need	To connect with others interested in protecting biodiversity	x					x		
Public good - "helping the cause"	To contribute data to scientific research	x	x	x		x	x		x
Cost to participate	Because the Outsmart Invasive Species app is free	x					x		x
Fine-scaled Task Granularity	Because it is easy to participate	x		x			x		x
Fine-scaled Task Granularity	Because there is no formal time commitment	x		x			x		x
Paid	Because it is useful for my job			x					
Paid	Because I can take part on the job		x	x					
Enjoyment	Because I enjoy spending time outdoors	x			x	x	x		
Learning	Because it is relevant to my field of study	x	x			x			
Enjoyment	Because it seemed like fun	x			x		x		x
Paid	Because there is potential to win a prize								
	# Submissions	32	5	4	3	3	2	2	1
	Incentive count totals	15	6	9	6	6	13	4	5

Training Methods





research

Compound Incentives

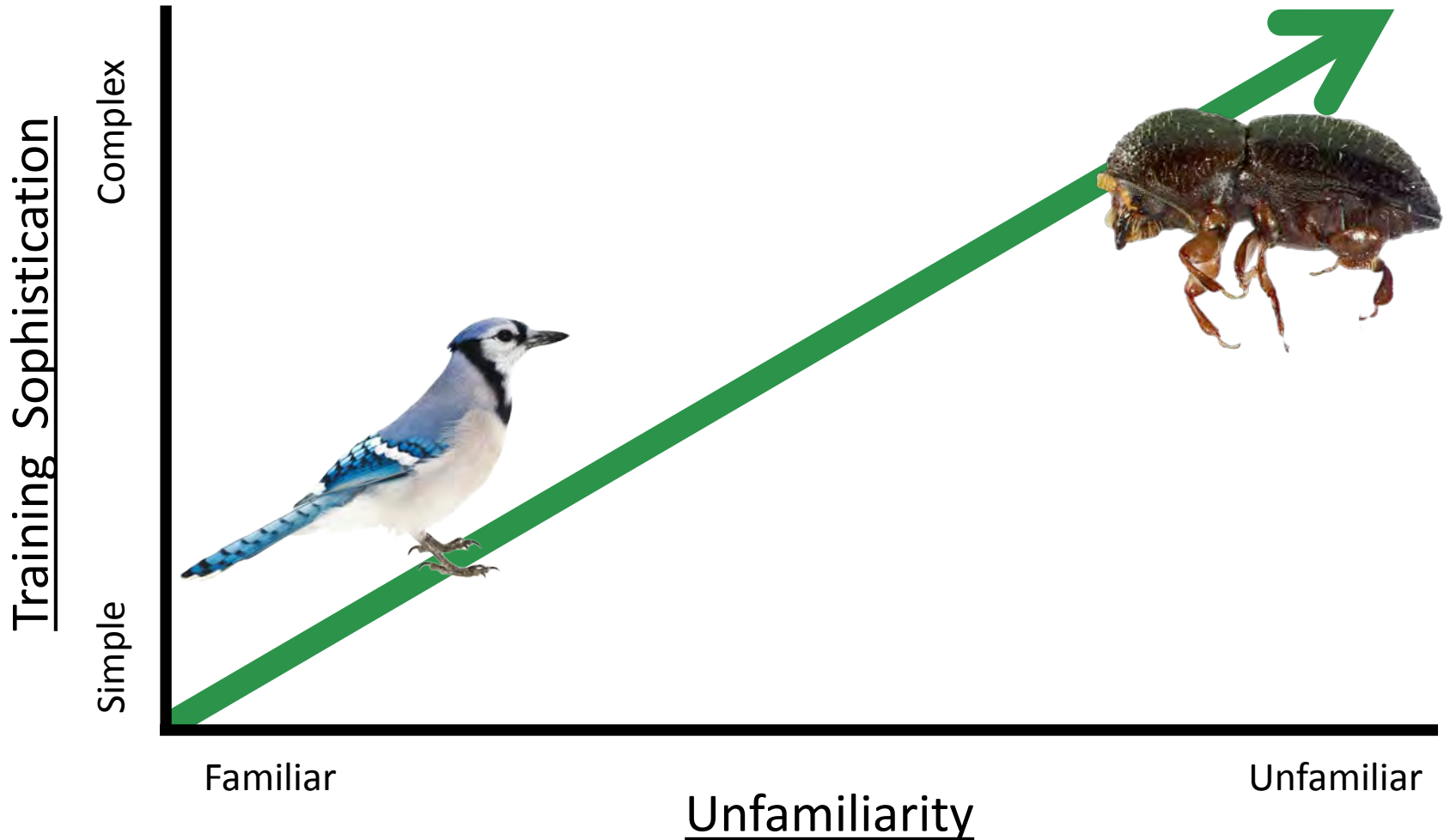
Incentive Category	Respondent #	4	6	5	3	8	2	9	1
	Rated "Very important"								
Learning	To improve plant and insect identification skills	x		x			x	x	
Learning	To learn more about invasive species	x			x		x	x	
Public good - "helping the cause"	To keep track of invasive species sightings	x	x	x	x	x	x	x	
Public good - "helping the cause"	To protect biodiversity	x	x	x	x	x	x		
Personal need	To protect my property	x					x		
Public good - "helping the cause"	To prevent outbreaks of destructive species	x	x	x	x	x	x	x	
Personal need	To connect with others interested in protecting biodiversity	x					x		
Public good - "helping the cause"	To contribute data to scientific research	x	x	x		x	x		x
Cost to participate	Because the Outsmart Invasive Species app is free	x					x		x
Fine-scaled Task Granularity	Because it is easy to participate	x		x			x		x
Fine-scaled Task Granularity	Because there is no formal time commitment	x		x			x		x
Paid	Because it is useful for my job			x					
Paid	Because I can take part on the job		x	x					
Enjoyment	Because I enjoy spending time outdoors	x			x	x	x		
Learning	Because it is relevant to my field of study	x	x			x			
Enjoyment	Because it seemed like fun	x			x		x		x
Paid	Because there is potential to win a prize								
	# Submissions	32	5	4	3	3	2	2	1
	Incentive count totals	15	8	9	6	6	13	4	5

Training Methods

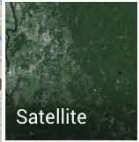
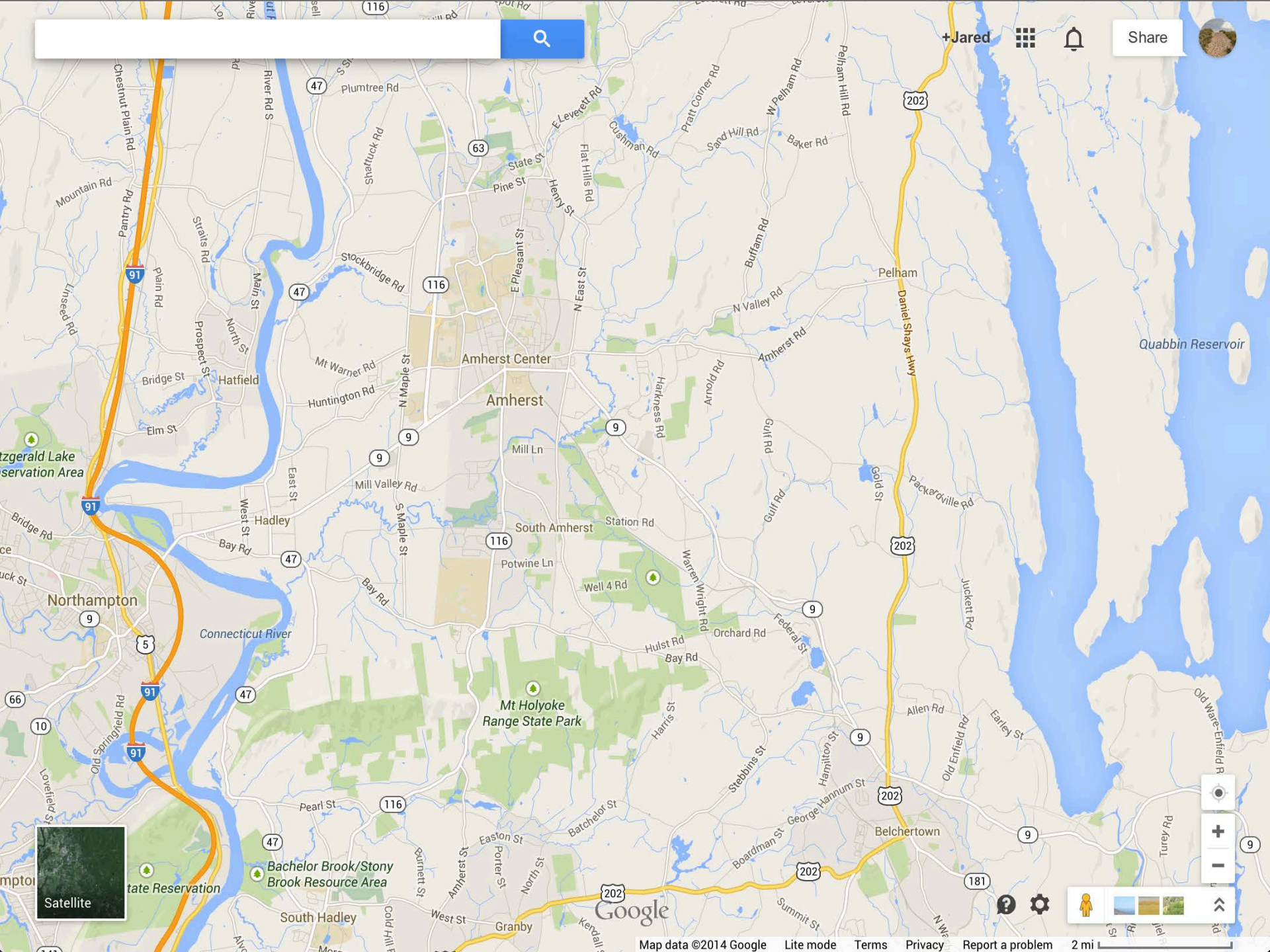


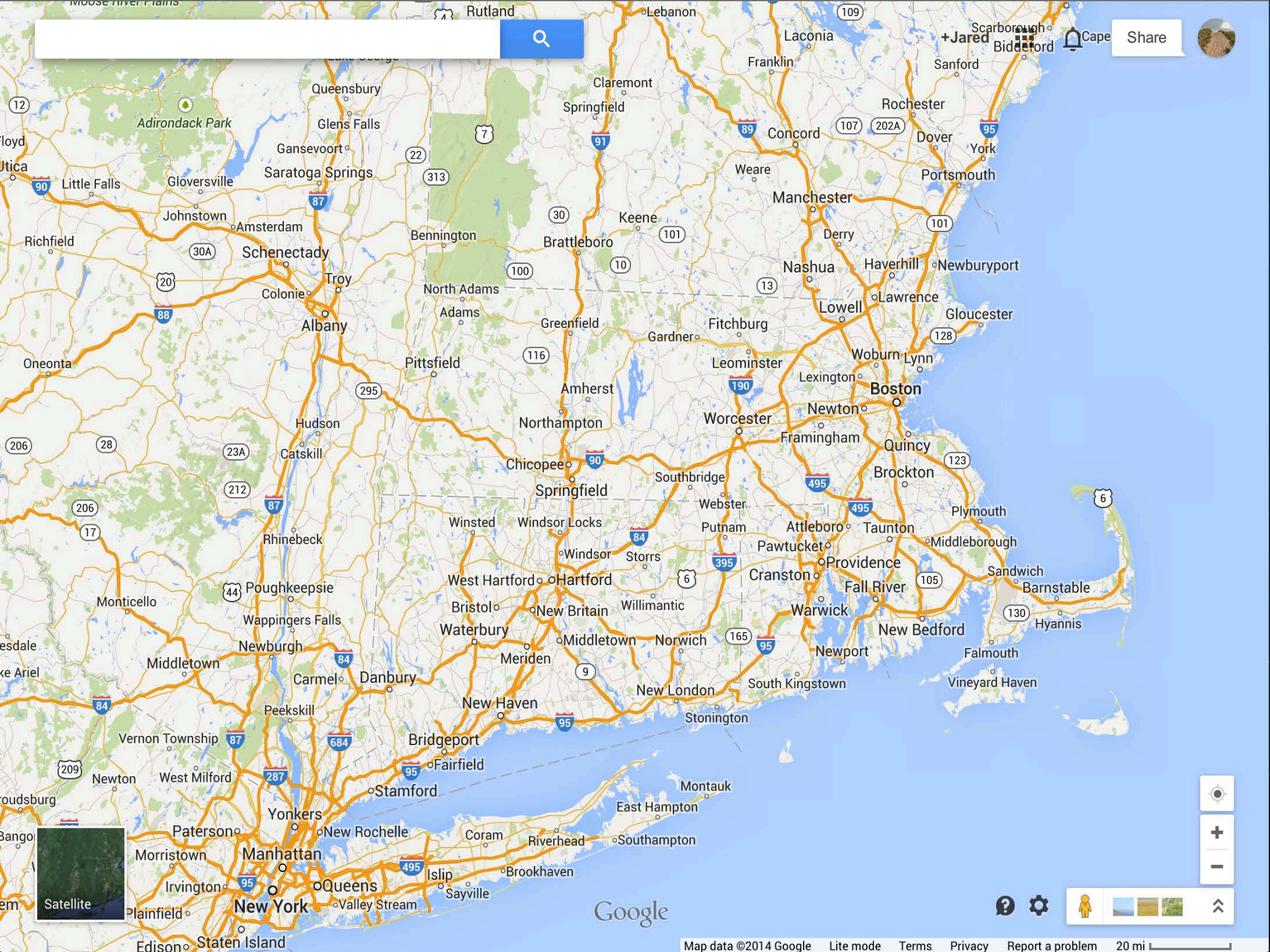


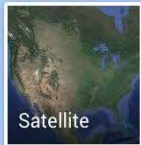
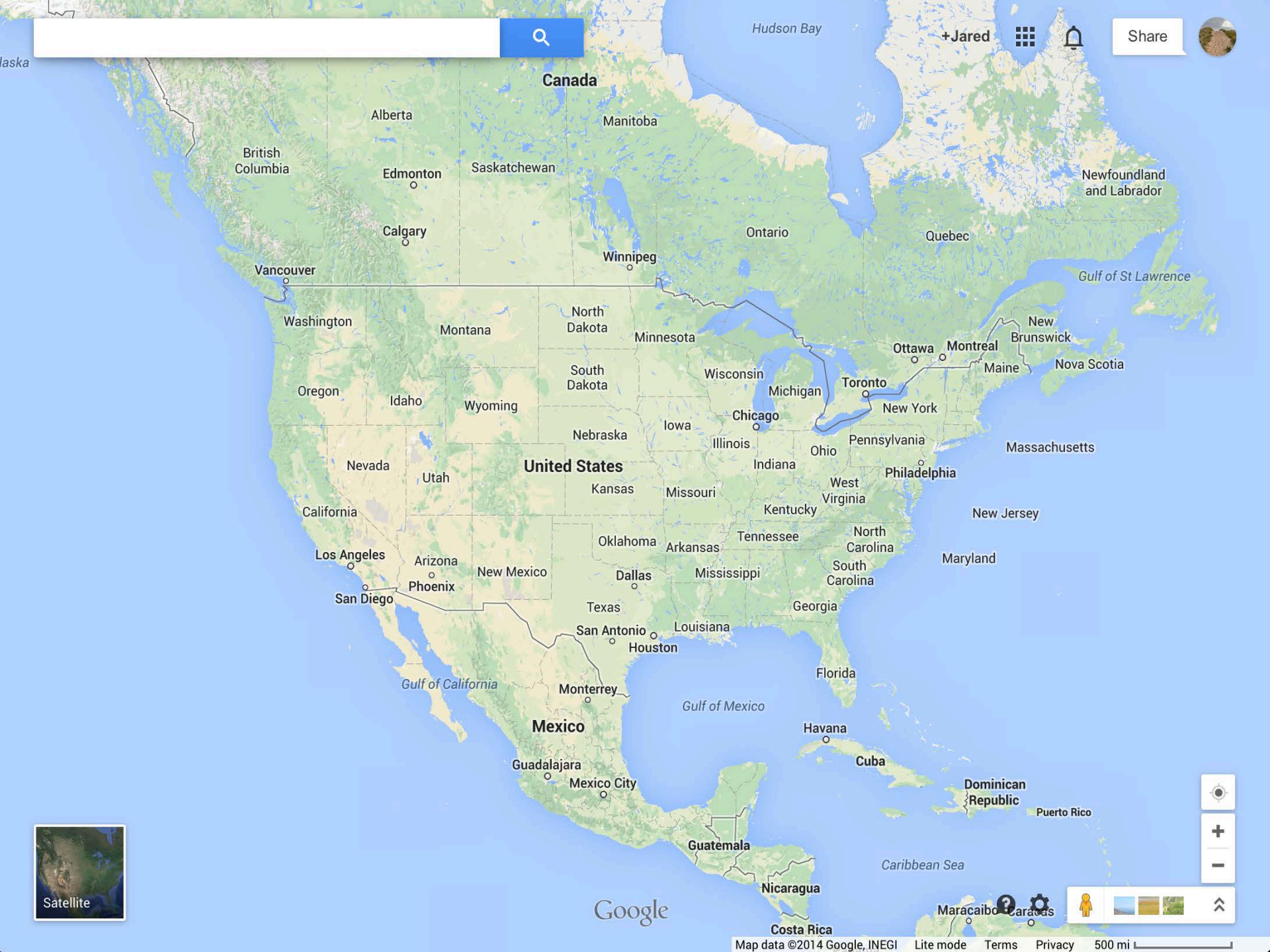
issues







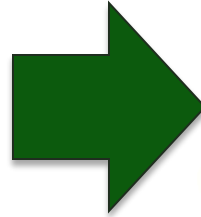




Google

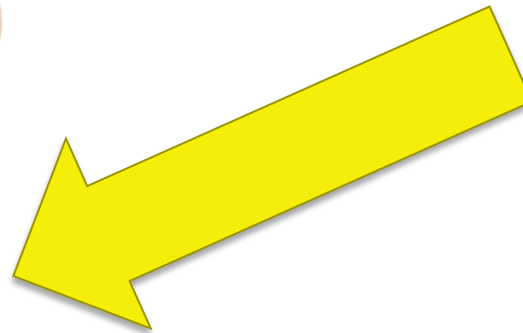
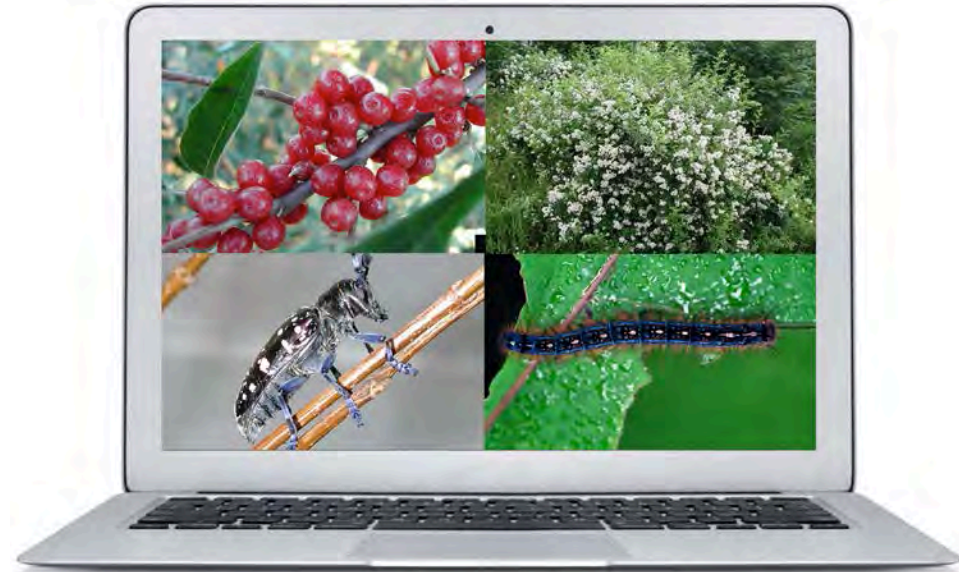


info flow



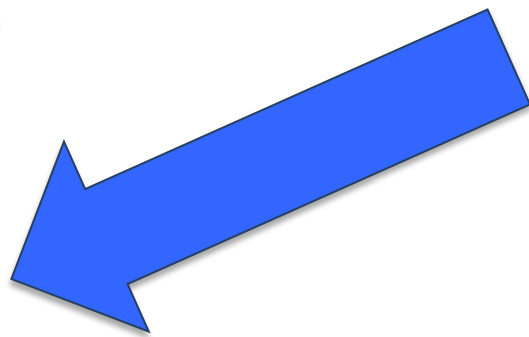
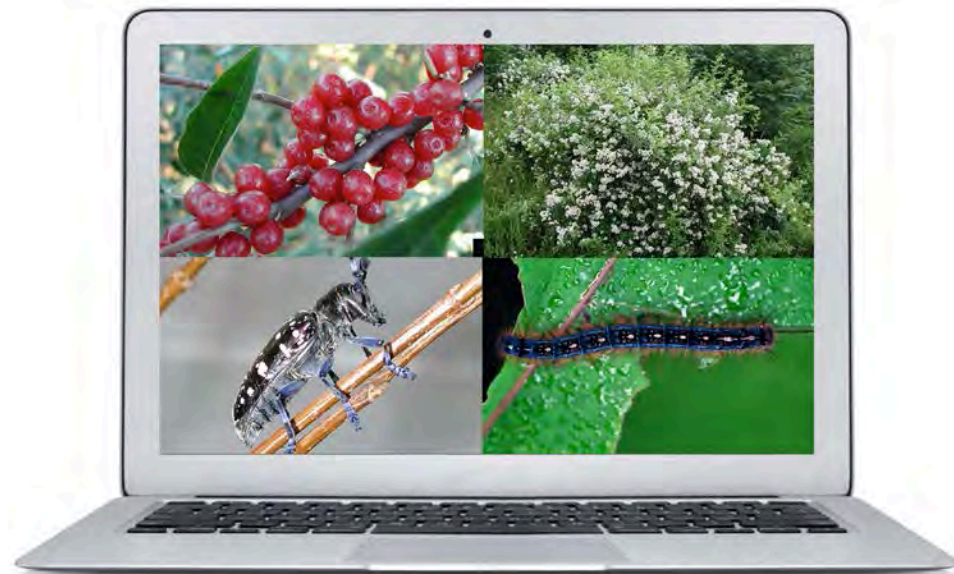


training





training





materials

H
A
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materials

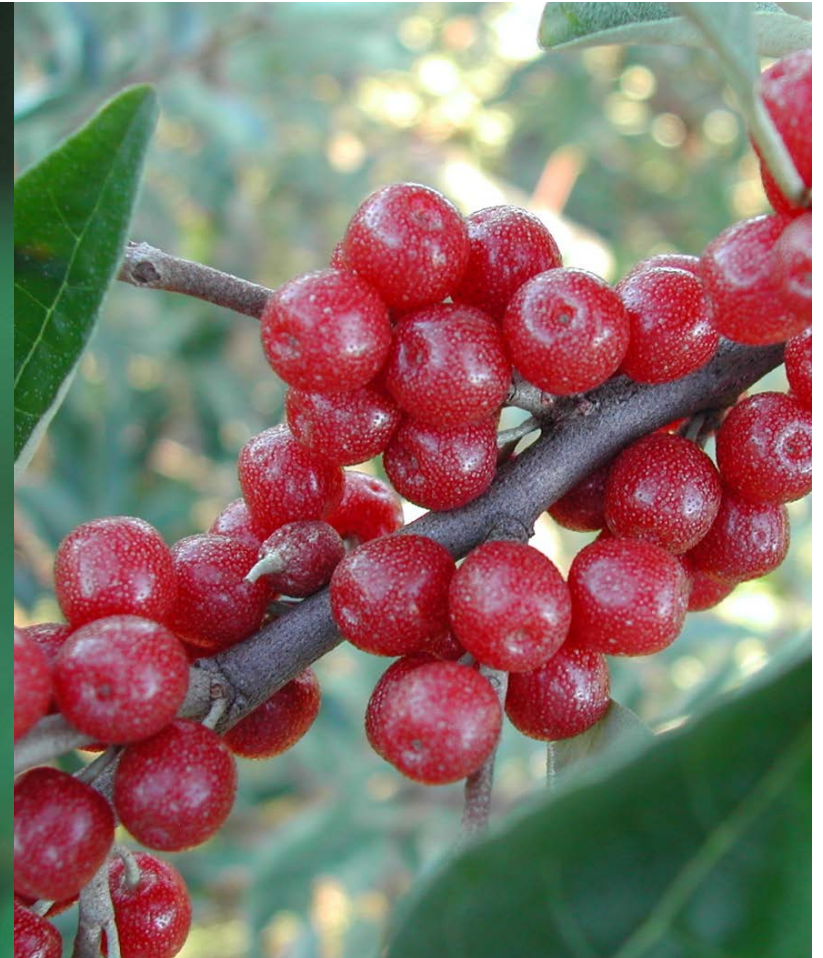
**F
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materials

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materials

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**Whitespotted
Sawyer**



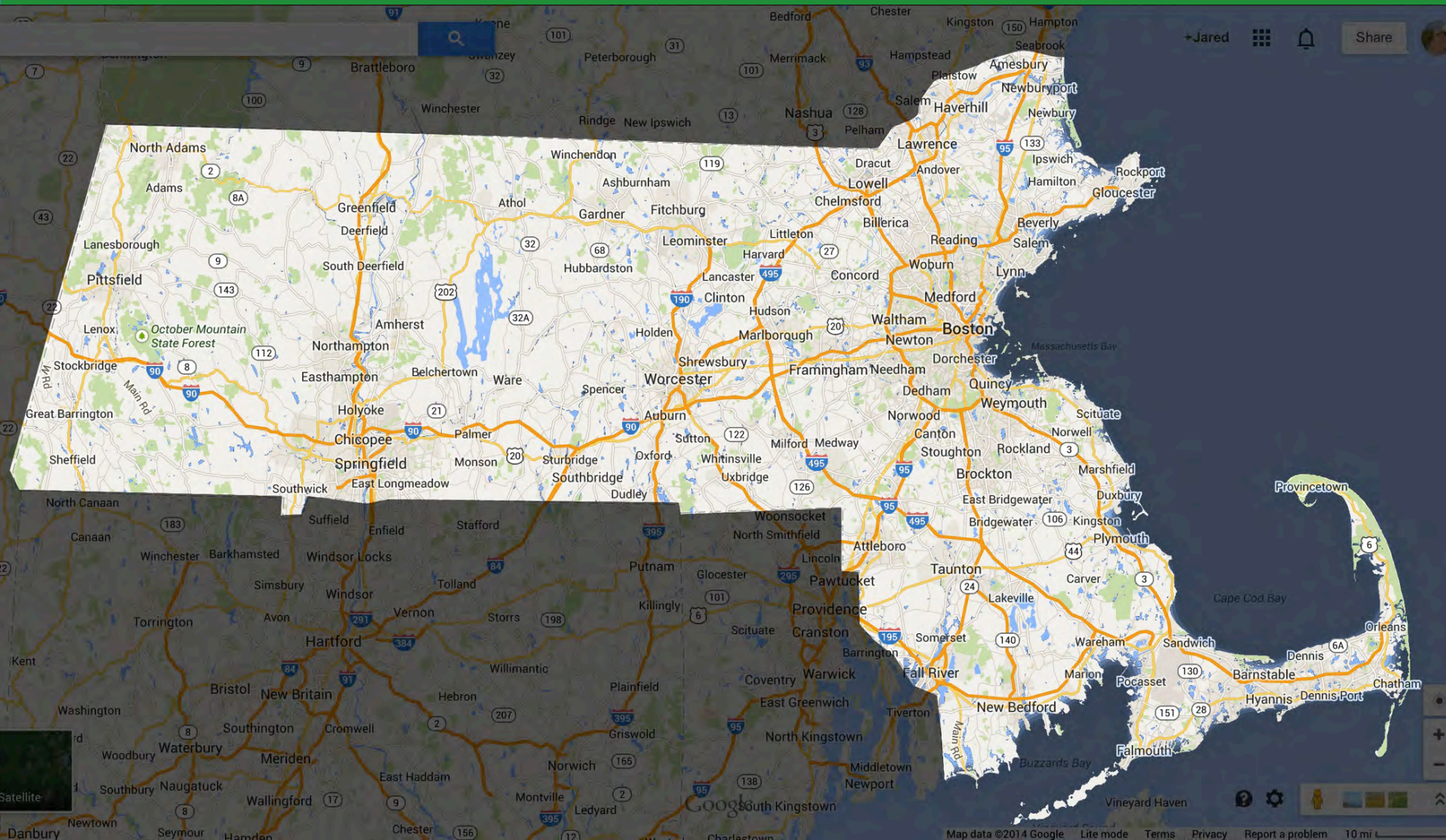
**Asian Longhorned
Beetle**



Goldspotted Oak Borer
(*Agrilus auroguttatus*)



The experiment





The experiment





The experiment

76 total volunteers (**529** total submissions)

3 groups

n = 19

n = 24

n = 33





hypothesis





results

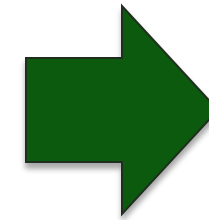
<u>ID Difficulty</u>	<u>Species</u>	<u>In-Person</u>	<u>Video</u>	<u>Text/Images</u>
Easy	Autumn Olive	76%	86%	84%
	Japanese Knotweed	97%	98%	84%
	Multiflora Rose	98%	96%	98%
Difficult	Exotic Honeysuckles	57%	60%	46%
	Glossy Buckthorn	100%	89%	75%
Total Mean	<i>all species</i>	92%	92%	81%



results

	A	B	C	D	E	F
1	ID	Subject	User	Location	Date	Correct
2	3061105	Japanese knotweed	001	Hampshire County, Massachusetts	20-Sep-13	1
3	3061106	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
4	3061107	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
5	3061108	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
6	3061109	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
7	3061112	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	0
8	3061113	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
9	3061114	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
10	3061115	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
11	3061116	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
12	3061117	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
13	3061118	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
14	3061121	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
15	3061122	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
16	3061123	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
17	3061124	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
18	3061125	autumn olive	001	Hampshire County, Massachusetts	20-Sep-13	0
19	3065005	multiflora rose	001	Franklin County, Massachusetts	29-Sep-13	1
20	3062309	Japanese knotweed	002	Hampshire County, Massachusetts	23-Sep-13	1
21	3064795	Japanese knotweed	002	Hampshire County, Massachusetts	27-Sep-13	1
22	3064804	autumn olive	002	Hampshire County, Massachusetts	27-Sep-13	1
23	3064805	multiflora rose	002	Hampshire County, Massachusetts	27-Sep-13	1
24	3064806	multiflora rose	002	Hampshire County, Massachusetts	27-Sep-13	1
25	3064807	multiflora rose	002	Hampshire County, Massachusetts	27-Sep-13	1
26	3061207	bush honeysuckles (exotic)	002	Hampshire County, Massachusetts	22-Sep-13	0
27	3061208	multiflora rose	002	Hampshire County, Massachusetts	22-Sep-13	1
28	3061209	multiflora rose	002	Hampshire County, Massachusetts	22-Sep-13	1
29	3061210	autumn olive	003	Hampshire County, Massachusetts	22-Sep-13	1
30	3061211	autumn olive	003	Hampshire County, Massachusetts	22-Sep-13	1
31	3062344	glossy buckthorn	003	Hampshire County, Massachusetts	23-Sep-13	1
32	3045128	glossy buckthorn	004	Middlesex County, Massachusetts	9-Jul-13	1
33	3045158	glossy buckthorn	004	Middlesex County, Massachusetts	9-Jul-13	1
34	3045584	glossy buckthorn	004	Franklin County, Massachusetts	14-Jul-13	1
35	3058774	Japanese knotweed	004	Franklin County, Massachusetts	3-Aug-13	1
36	3060248	Japanese knotweed	004	Franklin County, Massachusetts	2-Sep-13	1
37	3060644	glossy buckthorn	004	Essex County, Massachusetts	11-Sep-13	1
38	3061134	Japanese knotweed	004	Berkshire County, Massachusetts	20-Sep-13	1
39	3064984	glossy buckthorn	004	Franklin County, Massachusetts	29-Sep-13	1

Correct ID Score



$16/18 = 89\%$

$n < 5$



results

	A	B	C	D	E	F
1	ID	Subject	User	Location	Date	Correct
2	3061105	Japanese knotweed	001	Hampshire County, Massachusetts	20-Sep-13	1
3	3061106	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
4	3061107	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
5	3061108	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
6	3061109	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
7	3061112	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	0
8	3061113	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
9	3061114	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
10	3061115	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
11	3061116	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
12	3061117	multiflora rose	001	Hampshire County, Massachusetts	20-Sep-13	1
13	3061118	glossy buckthorn	001	Hampshire County, Massachusetts	20-Sep-13	1
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25	3064807	multiflora rose	002	Hampshire County, Massachusetts	27-Sep-13	1
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29						
30						
31						
32	3045128	glossy buckthorn	004	Middlesex County, Massachusetts	9-Jul-13	1
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37	3060644	glossy buckthorn	004	Essex County, Massachusetts	11-Sep-13	1
38	3061134	Japanese knotweed	004	Berkshire County, Massachusetts	20-Sep-13	1
39	3064984	glossy buckthorn	004	Franklin County, Massachusetts	29-Sep-13	1

14



17



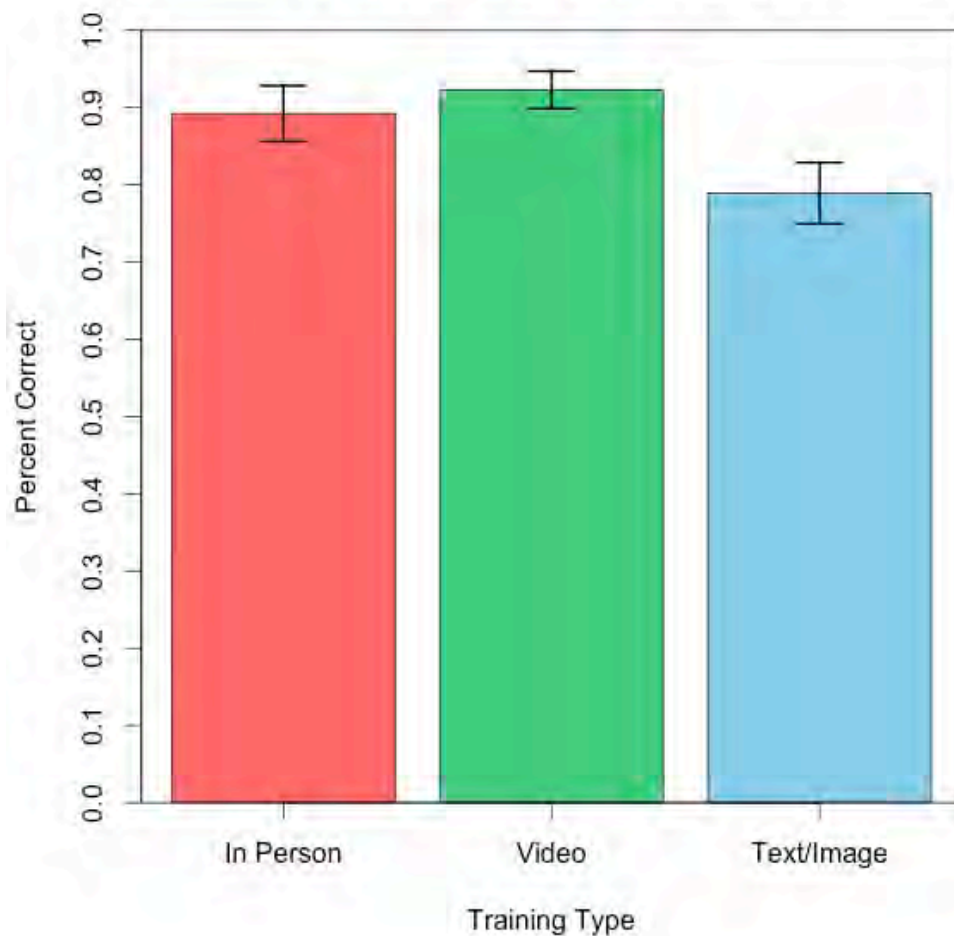
25





results

Percent Correct by Training Type



	A	B	C
1	Text/Image	Video	In-person
2	0.91	1.00	1.00
3	0.89	1.00	1.00
4	0.94	1.00	0.89
5	0.75	0.83	0.93
6	0.93	1.00	1.00
7	0.54	0.83	1.00
8	1.00	0.83	0.67
9	1.00	1.00	1.00
10	1.00	1.00	0.80
11	0.57	1.00	1.00
12	1.00	0.80	0.60
13	0.67	1.00	1.00
14	0.50	0.60	0.60
15	0.67	1.00	1.00
16	0.83	1.00	
17	0.33	1.00	
18	1.00	0.80	
19	1.00		
20	0.20		
21	0.80		
22	0.80		
23	0.60		
24	0.80		
25	1.00		
26	1.00		



results

Analysis of Variance (One-Way)

Summary

<i>Groups</i>	<i>Sample size</i>	<i>Sum</i>	<i>Mean</i>	<i>Variance</i>
<i>Text/Image</i>	25	19.73	0.79	0.05
<i>Video</i>	17	15.7	0.92	0.01
<i>In-person</i>	14	12.49	0.89	0.02

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p-level</i>	<i>F crit</i>
Between Groups	0.21	2	0.1	3.07	0.05	4.22
Within Groups	1.79	53	0.03			
<i>Total</i>	2.00	55				



results



VS





results

Analysis of Variance (One-Way)

Summary

<i>Groups</i>	<i>Sample size</i>	<i>Sum</i>	<i>Mean</i>	<i>Variance</i>
<i>Text/Image</i>	25	19.73	0.79	0.05
<i>Video</i>	17	15.7	0.92	0.01

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p-level</i>	<i>F crit</i>
Between Groups	0.18	1	0.18	4.97	0.03	5.87
Within Groups	1.47	40	0.04			
<i>Total</i>	1.65	41				



results



VS





results

Analysis of Variance (One-Way)

Summary

<i>Groups</i>	<i>Sample size</i>	<i>Sum</i>	<i>Mean</i>	<i>Variance</i>
<i>Text/Image</i>	25	19.73	0.79	0.05
<i>In-person</i>	14	12.49	0.89	0.02

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p-level</i>	<i>F crit</i>
Between Groups	0.1	1	0.1	2.26	0.14	5.91
Within Groups	1.57	37	0.04			
<i>Total</i>	1.66	38				



results



VS





results

Analysis of Variance (One-Way)

Summary

<i>Groups</i>	<i>Sample size</i>	<i>Sum</i>	<i>Mean</i>	<i>Variance</i>
<i>Video</i>	17	15.7	0.92	0.01
<i>In-person</i>	14	12.49	0.89	0.02

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>p-level</i>	<i>F crit</i>
Between Groups	0.01	1	0.01	0.39	0.54	6.06
Within Groups	0.55	29	0.02			
<i>Total</i>	0.01	1	0.01	0.39		



results

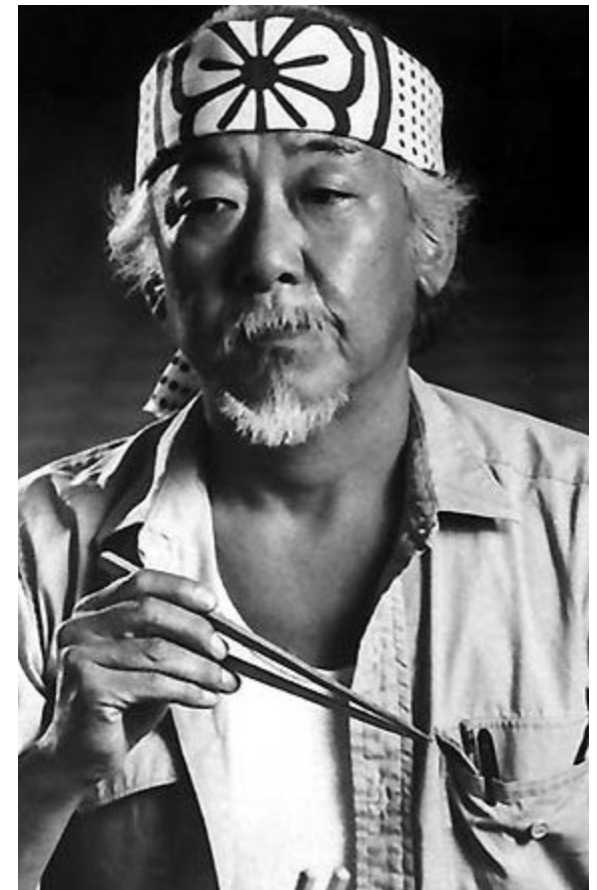
Beginner



Intermediate



Advanced





results

Generalized Linear Model

% Correct ~
Training * Experience

```
> Mglm1= glm (cbind(numCorrect, numFail) ~ factor(Train.typ)*factor(Plant.id),  
+ family=binomial, data=PeopleResults)  
> summary(Mglm1)
```

```
Call:  
glm(formula = cbind(numCorrect, numFail) ~ factor(Train.typ) *  
      factor(Plant.id), family = binomial, data = PeopleResults)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-2.9282	-0.6992	0.1905	1.0165	3.0747

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	0.7282	0.3254	2.238	0.025240 *
factor(Train.typ)2	2.7217	0.7885	3.452	0.000557 ***
factor(Train.typ)3	18.1162	1935.6071	0.009	0.992532
factor(Plant.id)2	0.7006	0.3998	1.753	0.079671 .
factor(Plant.id)3	1.4690	0.5144	2.856	0.004296 **
factor(Train.typ)2:factor(Plant.id)2	-2.5973	0.8865	-2.930	0.003391 **
factor(Train.typ)3:factor(Plant.id)2	-16.8941	1935.6072	-0.009	0.993036
factor(Train.typ)2:factor(Plant.id)3	13.6715	1407.7355	0.010	0.992251
factor(Train.typ)3:factor(Plant.id)3	-18.0888	1935.6072	-0.009	0.992544

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

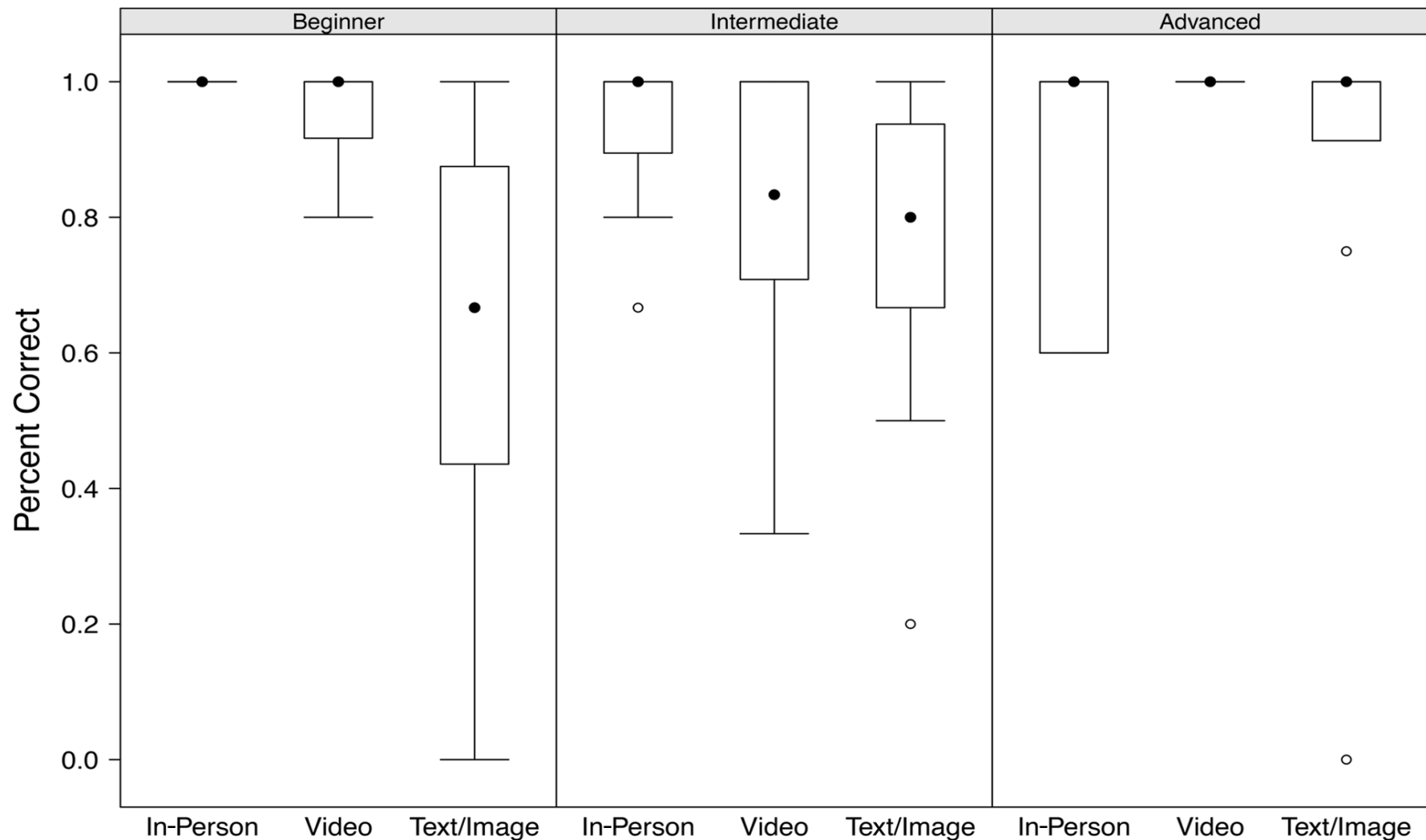
(Dispersion parameter for binomial family taken to be 1)

Null deviance: 146.28 on 75 degrees of freedom
Residual deviance: 107.54 on 67 degrees of freedom
AIC: 197.23

Number of Fisher Scoring iterations: 16

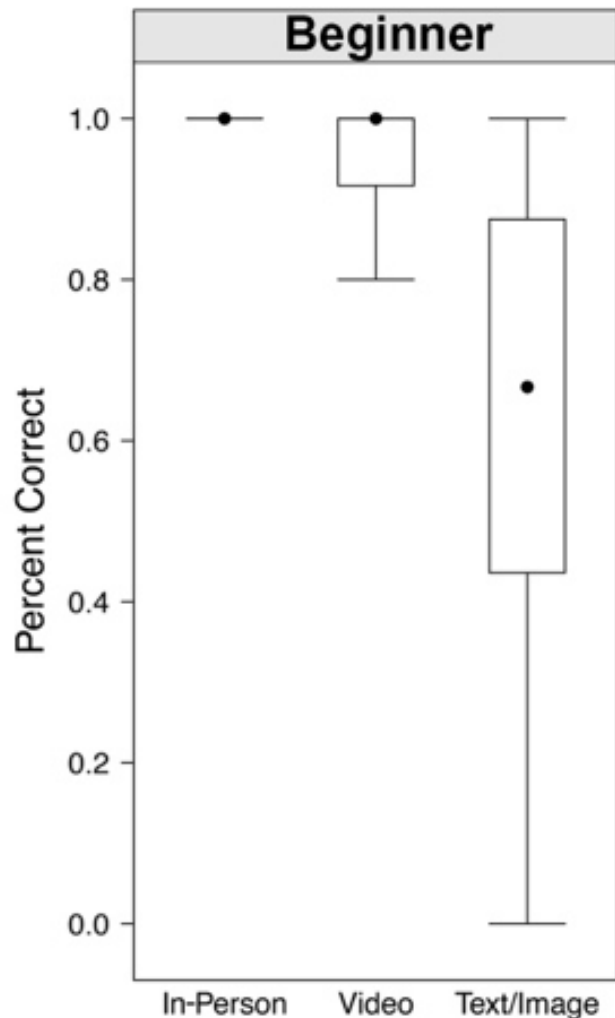


results





results



```
> Mglm.begin= glm (cbind(numCorrect, numFail) ~ factor(Train.typ),
+ family=binomial, data=PeopleResults[PeopleResults$Plant.id==1,])
> summary(Mglm.begin)
```

Call:

```
glm(formula = cbind(numCorrect, numFail) ~ factor(Train.typ),
     family = binomial, data = PeopleResults[PeopleResults$Plant.id ==
     1, ])
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-1.7072	-1.1049	0.1652	0.5847	3.0747

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	0.7282	0.3254	2.238	0.025240 *
factor(Train.typ)2	2.7217	0.7885	3.452	0.000557 ***
factor(Train.typ)3	19.1162	3191.2766	0.006	0.995221

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

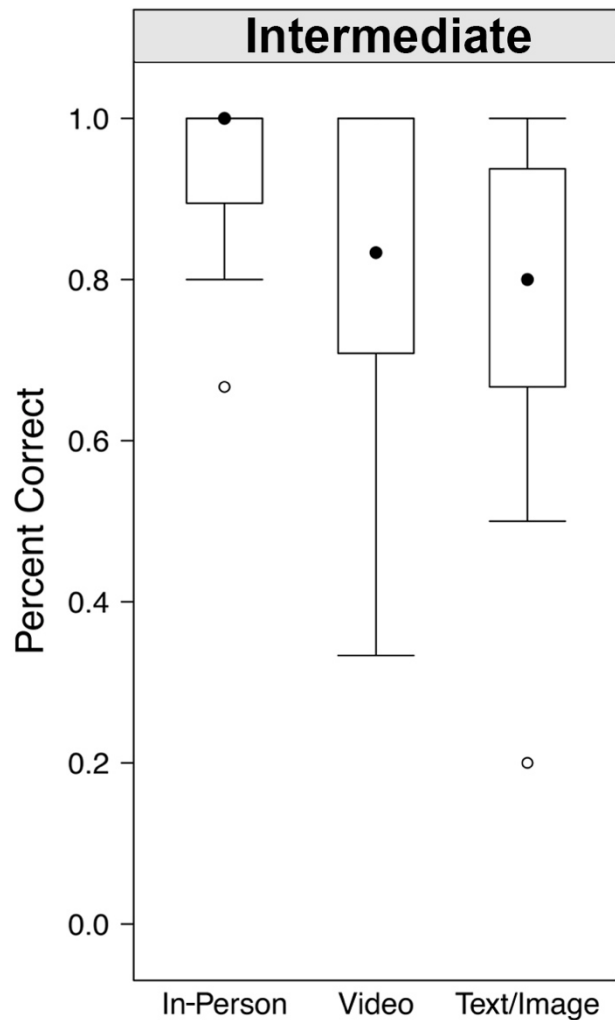
(Dispersion parameter for binomial family taken to be 1)

Null deviance: 46.959 on 15 degrees of freedom
 Residual deviance: 23.999 on 13 degrees of freedom
 AIC: 42.827

Number of Fisher Scoring iterations: 17



results



```
> Mglm.inter= glm (cbind(numCorrect, numFail) ~ factor(Train.typ),  
+ family=binomial, data=PeopleResults[PeopleResults$Plant.id==2,])  
> summary(Mglm.inter)
```

Call:

```
glm(formula = cbind(numCorrect, numFail) ~ factor(Train.typ),  
     family = binomial, data = PeopleResults[PeopleResults$Plant.id ==  
       2, ])
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-2.92824	-0.66254	0.05152	1.33170	1.73239

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	1.4289	0.2322	6.155	7.52e-10 ***
factor(Train.typ)2	0.1245	0.4050	0.307	0.7586
factor(Train.typ)3	1.2220	0.4820	2.535	0.0112 *

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

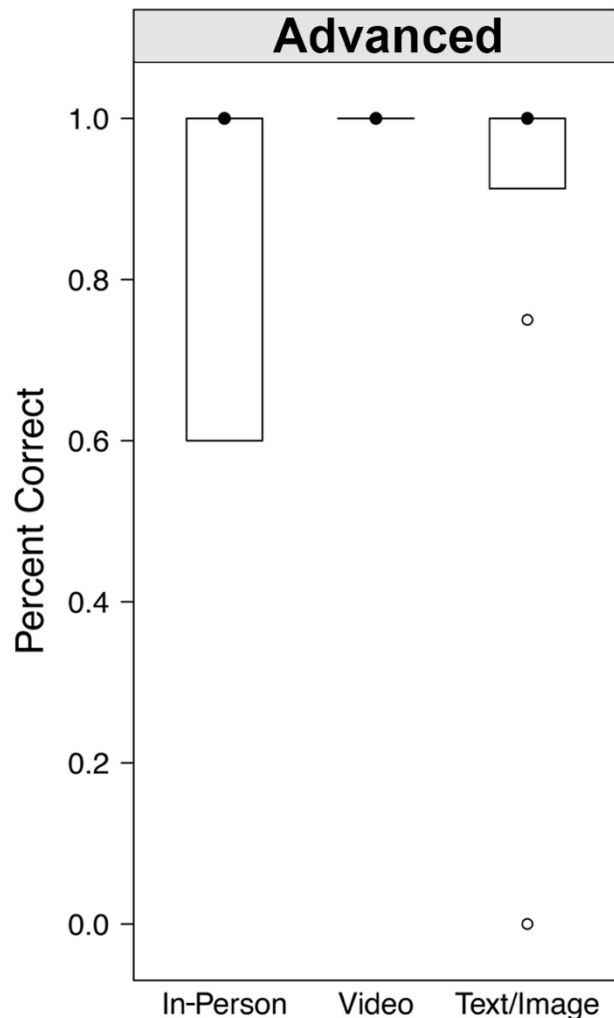
(Dispersion parameter for binomial family taken to be 1)

Null deviance: 64.915 on 40 degrees of freedom
Residual deviance: 56.858 on 38 degrees of freedom
AIC: 111.97

Number of Fisher Scoring iterations: 5



results



```
> Mglm.exp= glm (cbind(numCorrect, numFail) ~ factor(Train.typ),  
+ family=binomial, data=PeopleResults[PeopleResults$Plant.id==3,])  
> summary(Mglm.exp)
```

Call:

```
glm(formula = cbind(numCorrect, numFail) ~ factor(Train.typ),  
     family = binomial, data = PeopleResults[PeopleResults$Plant.id ==  
       3, ])
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-2.14597	0.00016	0.64919	1.01982	1.97506

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	2.1972	0.3984	5.515	3.49e-08 ***
factor(Train.typ)2	17.3933	2320.9631	0.007	0.994
factor(Train.typ)3	0.0274	0.6601	0.042	0.967

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 30.853 on 18 degrees of freedom
Residual deviance: 26.681 on 16 degrees of freedom
AIC: 42.436

Number of Fisher Scoring iterations: 17



conclusions





next steps





next steps

1"



Hemlock Woolly Adelgid
(*Adelges tsugae*)



Emerald Ash Borer
(*Agrilus planipennis*)



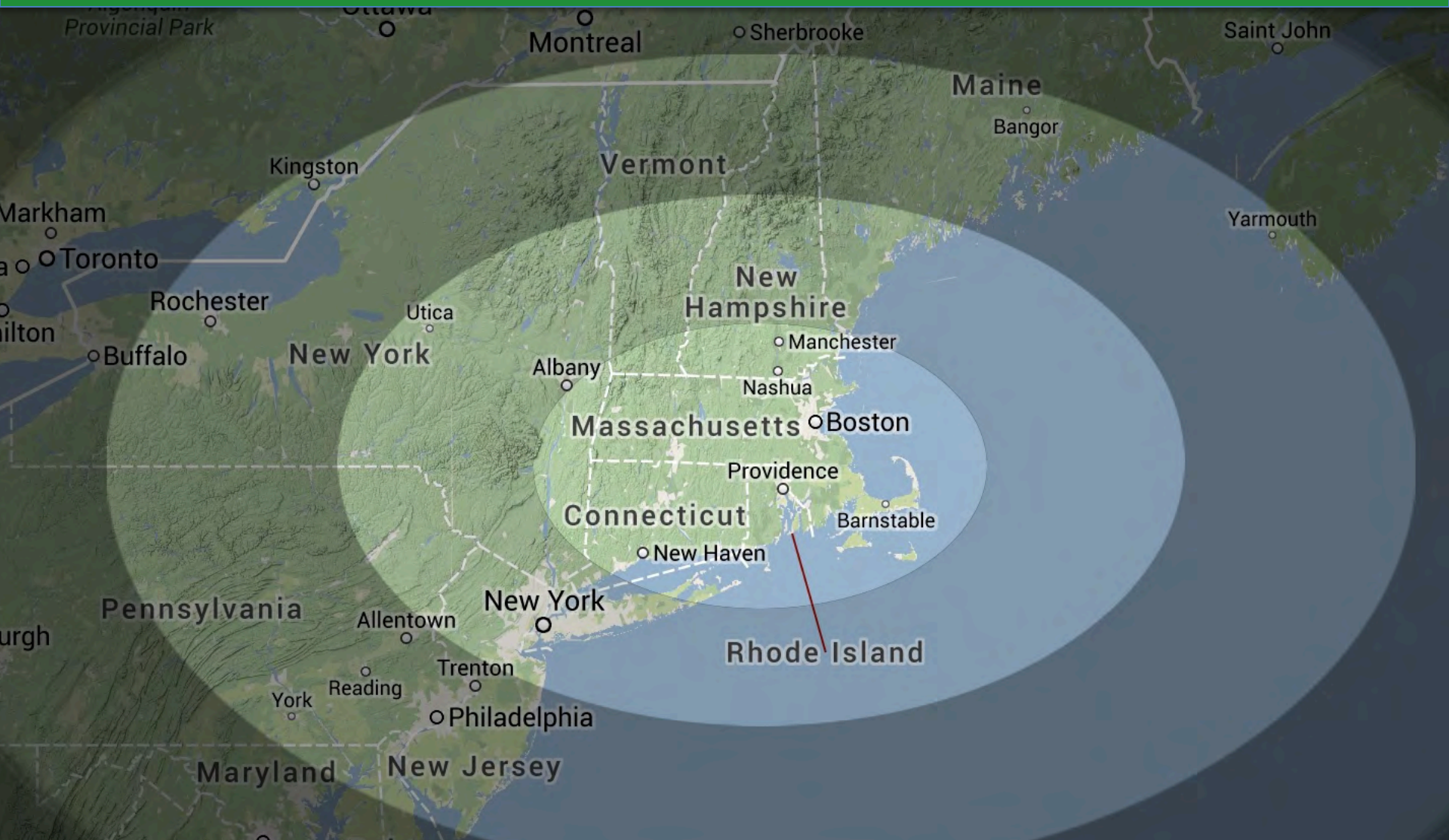


next steps





get it!





get it!





thanks!



THE UNIVERSITY OF GEORGIA
**CENTER FOR INVASIVE SPECIES
AND
ECOSYSTEM HEALTH**
WARNELL SCHOOL OF FORESTRY AND NATURAL RESOURCES COLLEGE OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES



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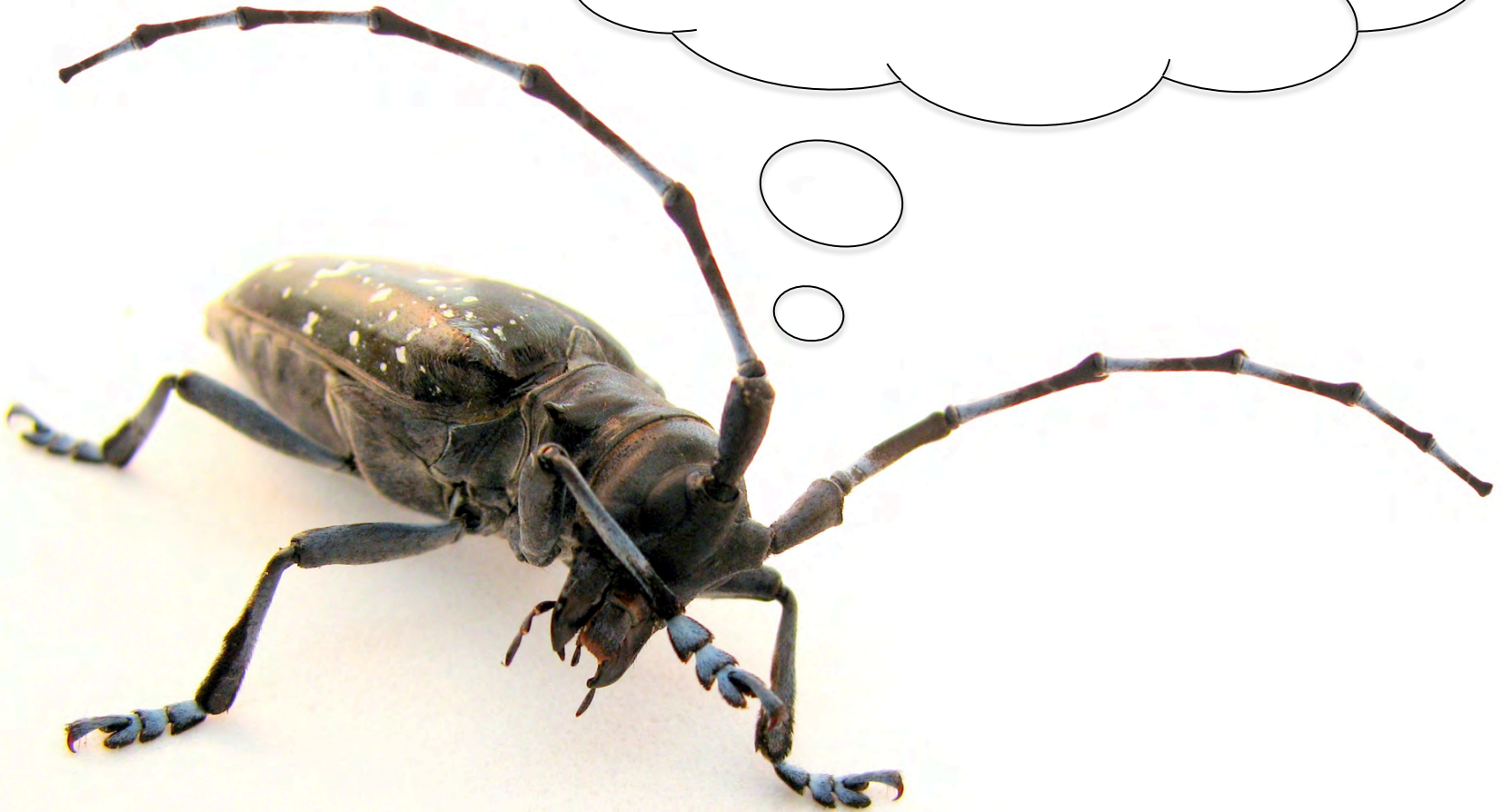


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Questions?



masswoods.net/outsmart