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The Mission of SciGirls...

is to provide media and education that change how girls see STEM and how the world sees girls.



Citizen SciGirls

- Focused on citizen science.
- Created in partnership with six national citizen science projects.
- Summative evaluation focused on the addition of SciGirls interactive content with existing citizen science projects.



Citizen SciGirls

Goals:

- Increase the awareness of and engagement in scientific inquiry generally and in citizen science in particular.
- Advance the understanding of:
 - how transmedia experiences contribute to children's engagement in citizen science, and
 - how citizen science experiences and media affect the development of science identity in children, with particular emphasis on middle-school girls of color.

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SciGirls



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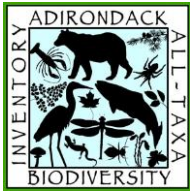
Citizen SciGirls

Citizen Science Concepts:

- It's collaborative.
- Anyone can participate.
- There is a protocol to follow and observation skills are needed.
- All contributions are compiled together for researchers.



Existing Projects



**FROG
WATCH** | USATM

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Celebrate Urban Birds



SciGirls



nature's
notebook
A project of the USA-NPN

ZOONIVERSE



SciGirls



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Frog Whisperers



FrogWatch USA

- Learn local frog calls – create an instrument!
- Select a location to observe
- Collect data 30 minutes after sunset
- Submit data online



Flower Power



Nature's Notebook

- Track the changing of the seasons
- Select plants or animals to observe throughout the year
- Collect data
- Submit data online



SkyGirls

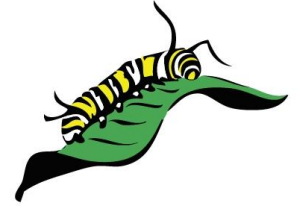


S'COOL

- Request satellite overpass times
- Collect data on cloud type and sky conditions
- Submit data online
- Get matching results back.



Butterfly Diaries



Monarch Larva Monitoring Project

- Find milkweed patches
- Learn to identify monarch larva
- Monitor milkweed patches for monarch larva
- Submit data online



Feathered Friends

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Celebrate Urban Birds

Celebrate Urban Birds

- Learn to identify 16 bird species
- Collect data on focal species in urban areas
- Submit data online
- Use art and greening to incorporate the community



Terrific Pacific

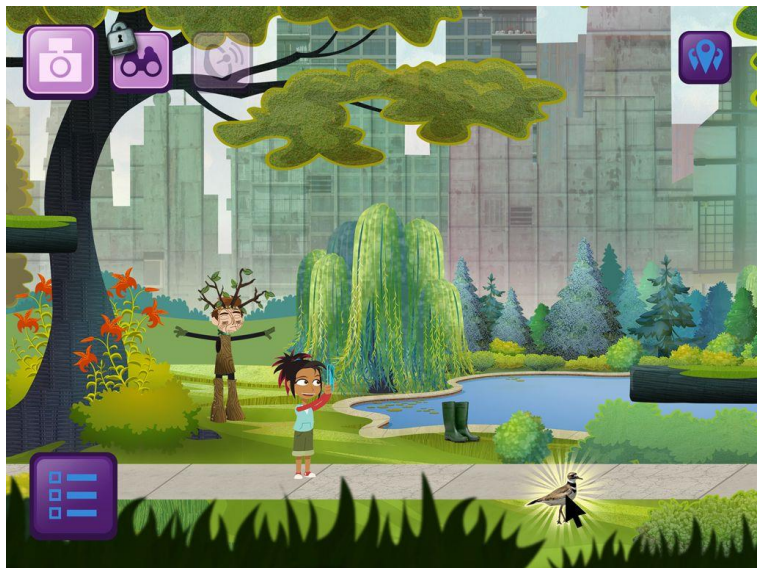
ZOONIVERSE

Zooniverse

- Find a project to join
- Complete a tutorial
- Submit data



Games



Summative Evaluation

Key Findings

Prior exposure to *SciGirls* multimedia:

1. successfully triggered more interest in the citizen science project,
2. demonstrated significantly better understanding of the practice of citizen science,
3. and produced a stronger impact on minority girls than non-minority girls.



Summative Evaluation

Key Findings

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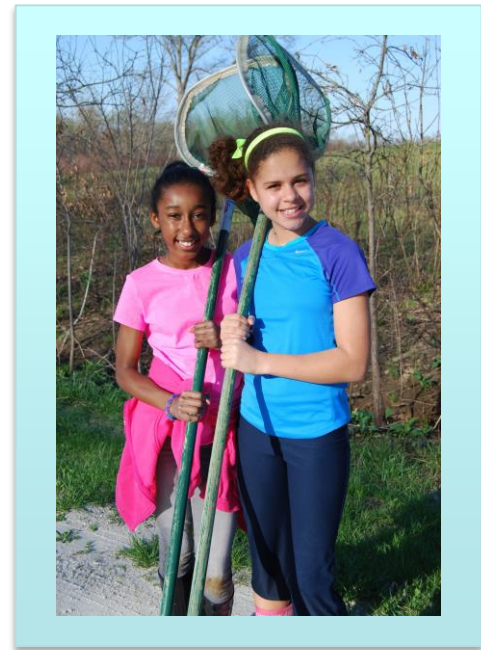
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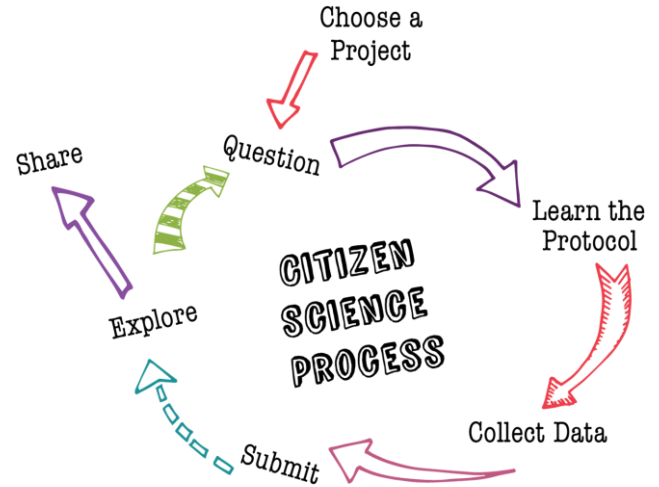
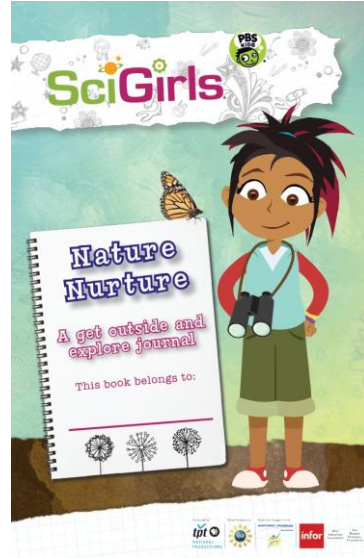
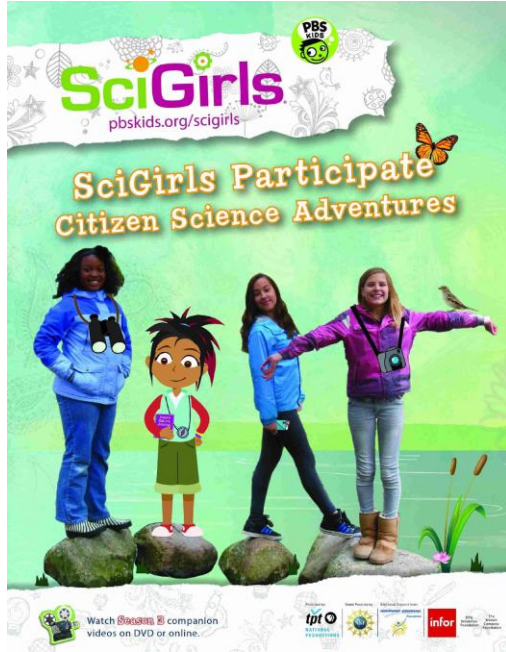
Summative Evaluation

Recommendations

- Use *SciGirls* multimedia prior to participation in citizen science projects.
- Use *SciGirls*' resources independently of a citizen science project to generate interest.



Season 3 Resources



Outreach Evaluation

Model & Key Findings

- Train the trainer model
- 226 educators attended trainings around the country
 - Educators' skill level with regard to citizen science increased.
- Follow-up evaluation
 - 42% had completed citizen science projects with youth
 - Time and staffing issues were the main barriers



Looking for more partnerships...



City Nature
Challenge 2018



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