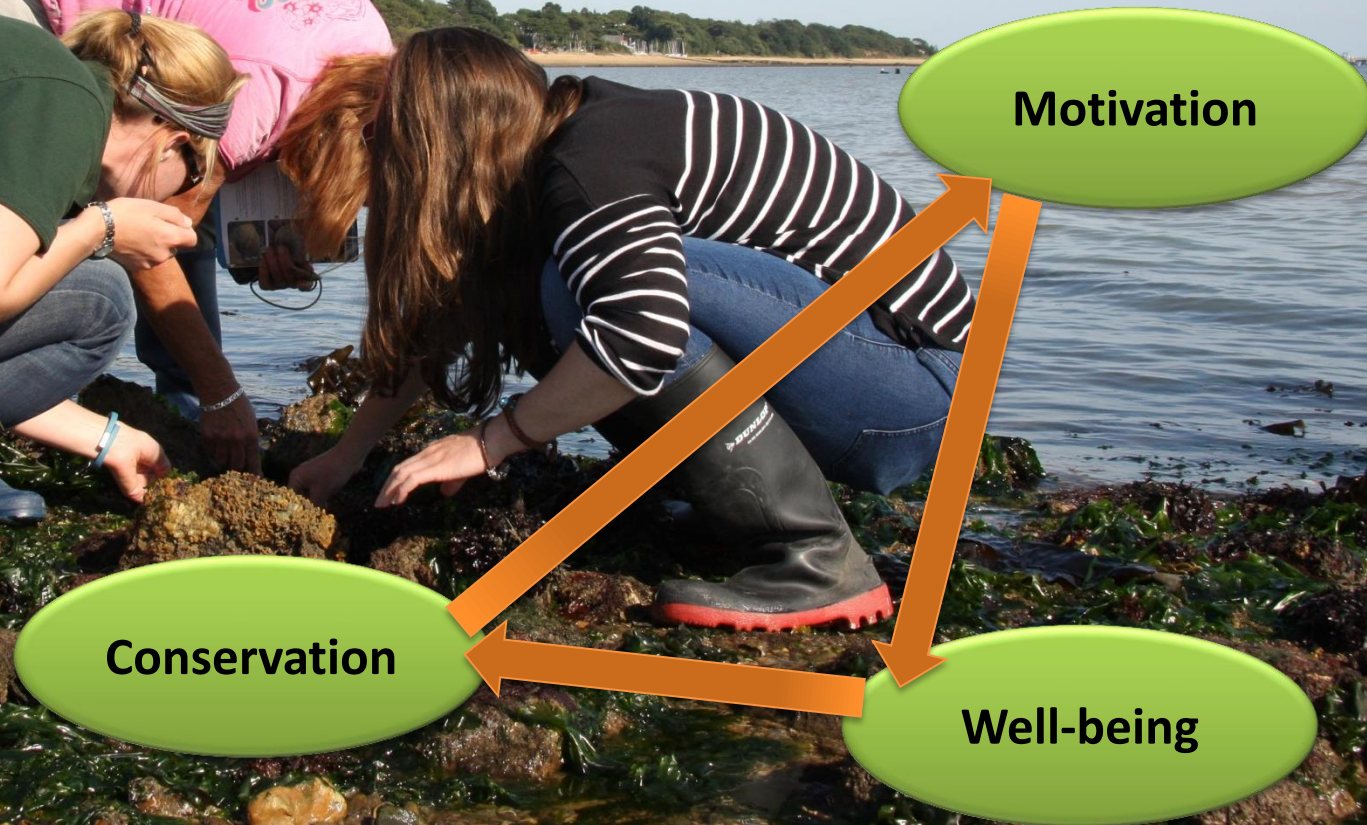


Understanding participants in citizen science



~~Link~~ between motivation, well-being Loop and conservation



Social scientists:

- Motivation
- Well-being

Volunteer &
research
conservation
organisations

Natural scientists:

- Conservation
- Monitoring
- Data



The volunteering cycle



Motivation



Volunteering

Conservation

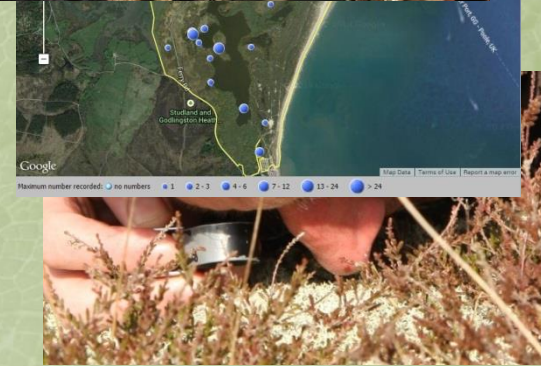


Well-being




Motivation

1. Learning more about nature
2. Wanting to contribute to science
3. Interest in nature
4. Expertise in an area and possibility to study it
5. Meeting like-minded people



The Well-being Theory (PERMA)

Positive psychology – flourishing

- 
- Positive emotions
 - Engagement
 - (Positive) Relationships
 - Meaning
 - Achievement

Seligman, 2011: Flourish

Positive emotions



Engagement



Relationships



Meaning



Achievement

Powered by **LivingRecord.net**: Environmental Recording for England, Scotland and Wales

© mc² Data Innovation Limited 2010-14

User: Adrian Bicker

Dorset Environmental Records Centre

Close Map

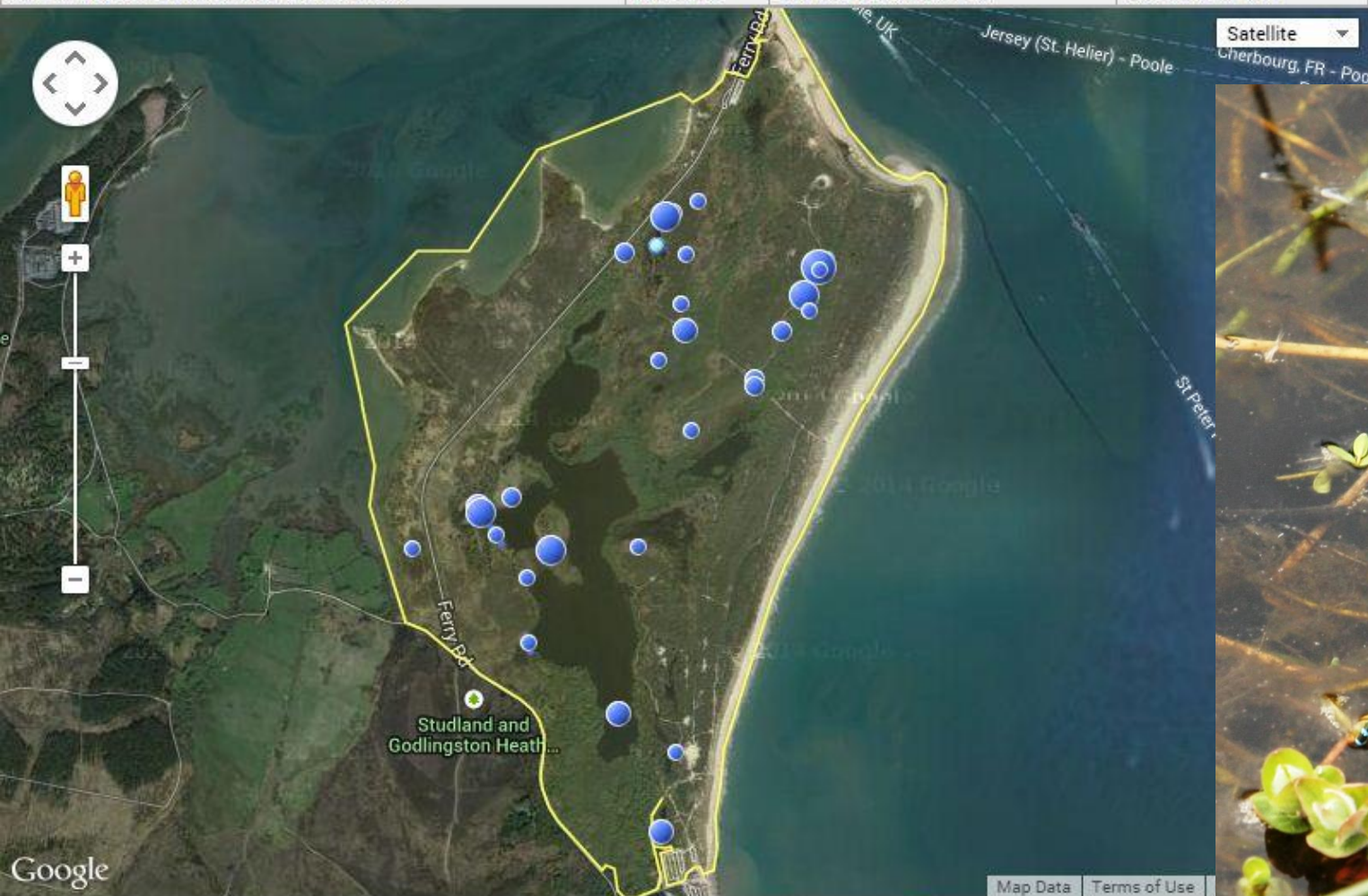
Common Blue Damselfly (*Enallagma cyathigerum*)

All records

1 Jan 2013 to 31 Dec 2014

Studland Peninsula

Satellite



Maximum number recorded: no numbers 1 2-3 4-6 7-12 13-24 > 24

Negative

emotions



Physical health

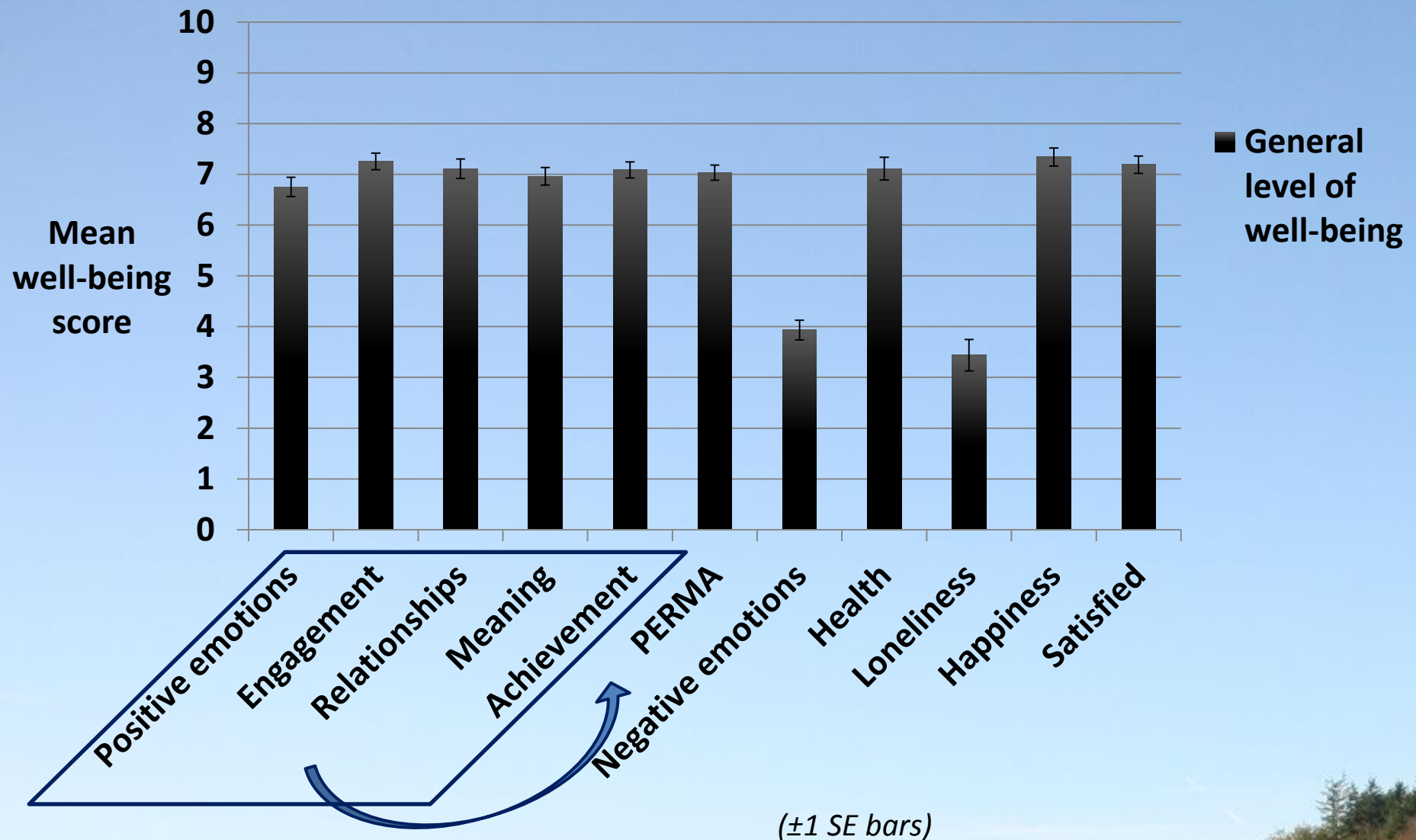


Well-being survey

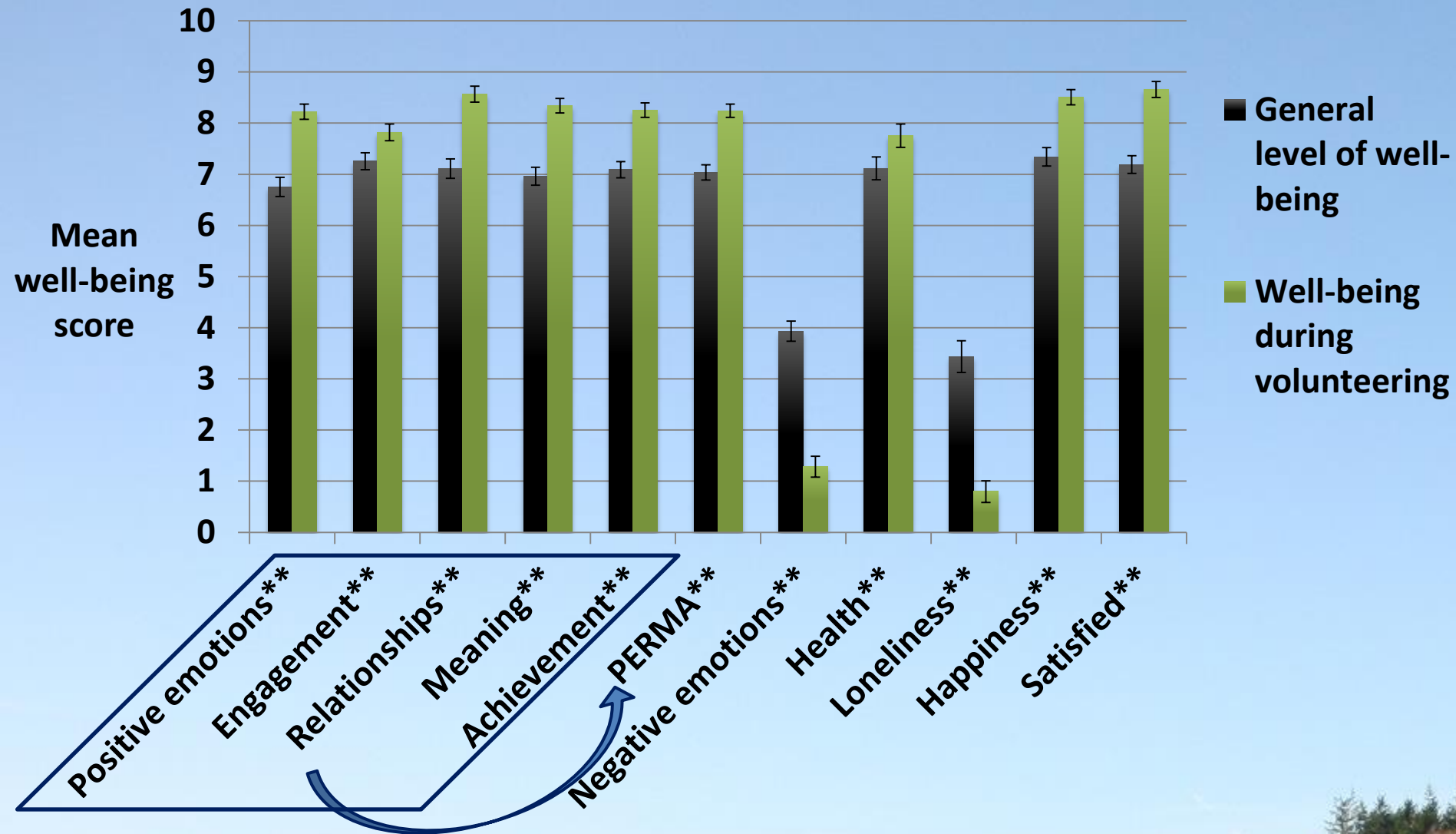
The background of the slide is a photograph showing the silhouettes of three people standing on the back of a vehicle, possibly a truck or a large car. They have their arms raised in the air, suggesting a celebratory or joyful mood. The scene is set against a bright sunset or sunrise, with the sun low on the horizon, creating a warm, orange glow. The sky is filled with soft clouds. The overall image conveys a sense of happiness and well-being.

**Volunteers
are happy
people!**

General level of well-being



General and volunteering well-being



(± 1 SE bars. Paired *t*-tests. Significance level: ** $p < 0.01$)

Perceived task achievement ***

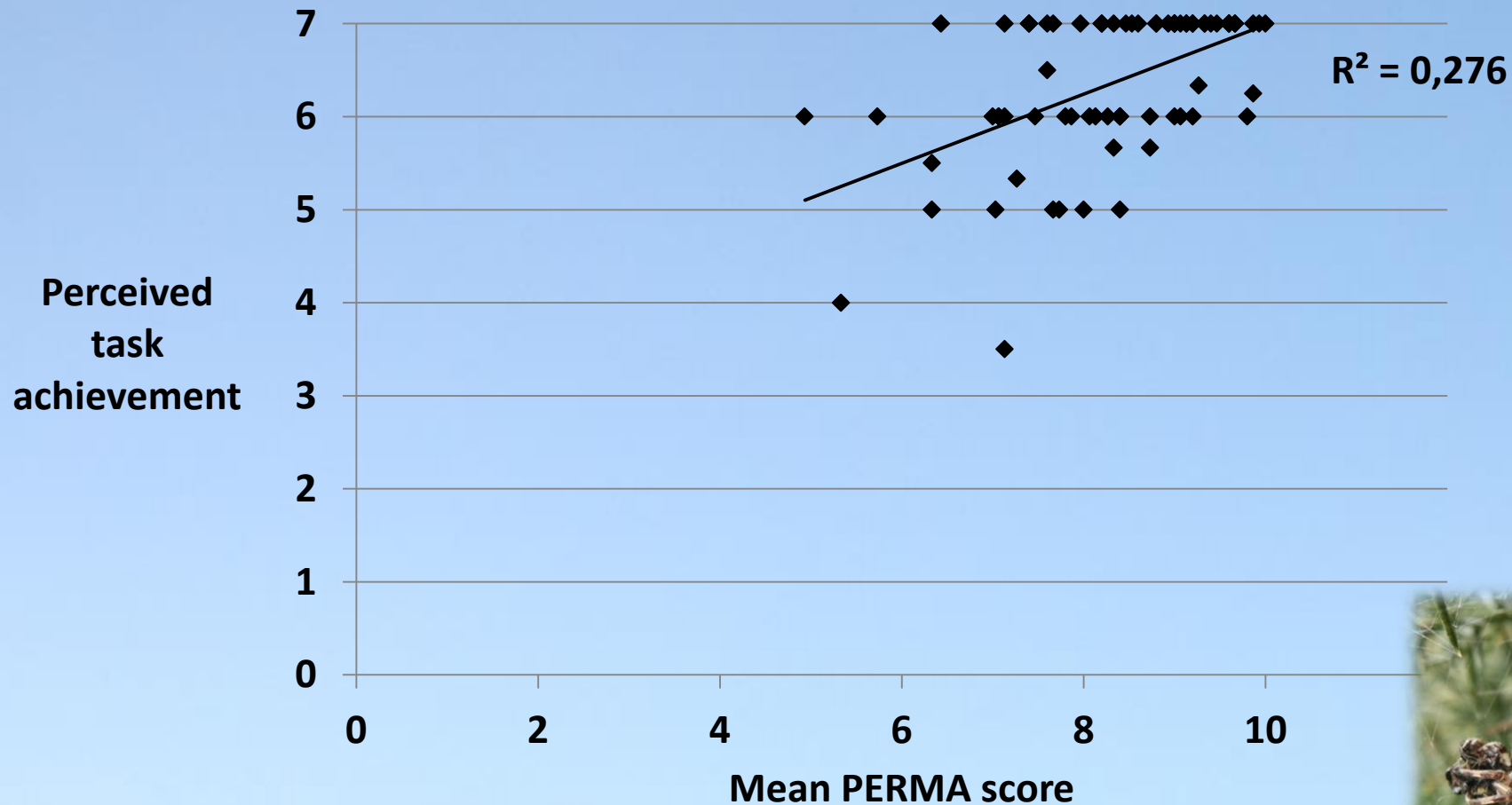
Significant elements for *perceived* task achievement:

- PERMA ***
- Perceived task importance **
- Health * (*neg corr*)
- Loneliness *



(Stepwise multiple regression, $n=72$, $F_{4,67}=15.3$, * $p<0.05$, ** $p<0.01$, *** $p<0.001$, $adj. R^2=0.446$)

Well-being predicts task achievement ***



(Linear regression. Significance level: *** $p < 0.001$)



Actual task achievement ***

Significant elements for actual achievement rating by managers:

- Weather **
- Health **
- How often people volunteer ** (*neg corr*)
- Hours per month people volunteer *
- Number of volunteers in group
- Loneliness



(Stepwise multiple regression, $n=79$, $F_{6,72}=6.29$, * $p<0.05$, ** $p<0.01$, $p<0.001$, adj. $R^2=0.289$)

The volunteering cycle



Happier!

<-- Significantly related? -->

Thank you!



Understanding participants in citizen science