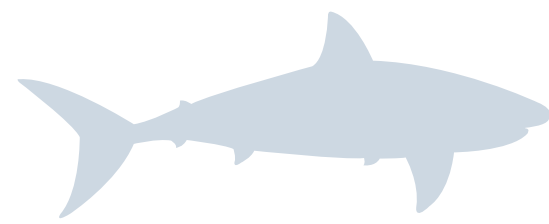


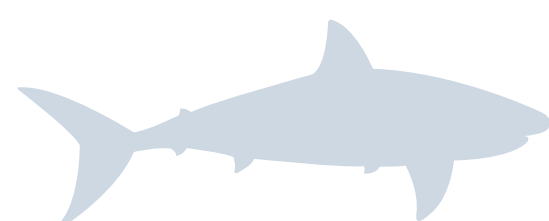
Background

Citizen science uses non-professional volunteers to generate scientific knowledge and is increasingly used in research initiatives.

SharkPulse, a crowdsourcing initiative that mines shark sightings from images shared on social networks and submitted through mobile and web apps, utilizes this approach to gather data to monitor global shark populations.



Scan to help validate records on the sharkPulse website!



Collaborators:

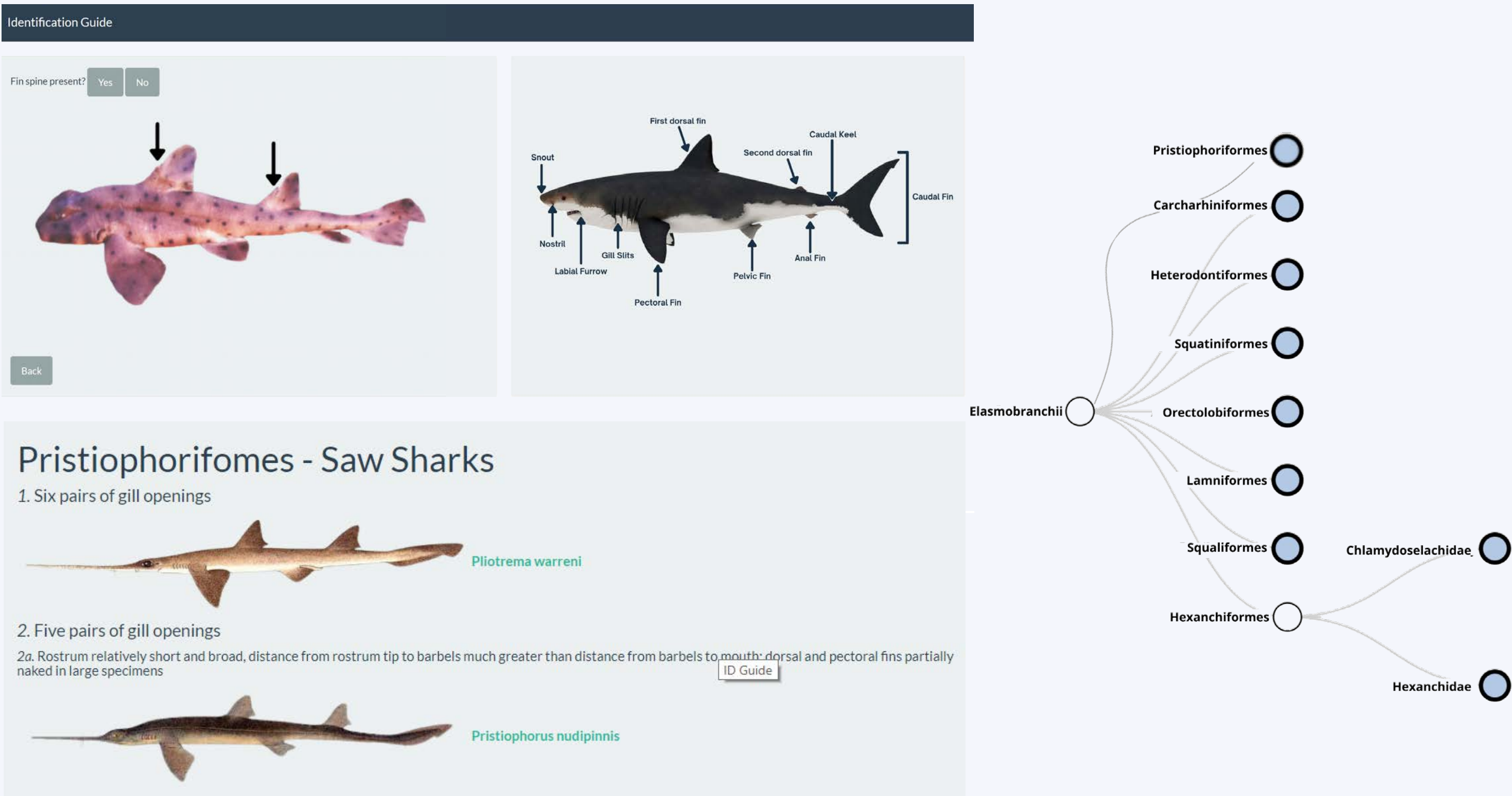
Jeremy Jenrette, Graduate Student, Virginia Tech
Cheryl Butner, Research Assistant, Hopkins Marine Station



INCREASING USER ENGAGEMENT AND EXPERIENCE WITH SHARKPULSE

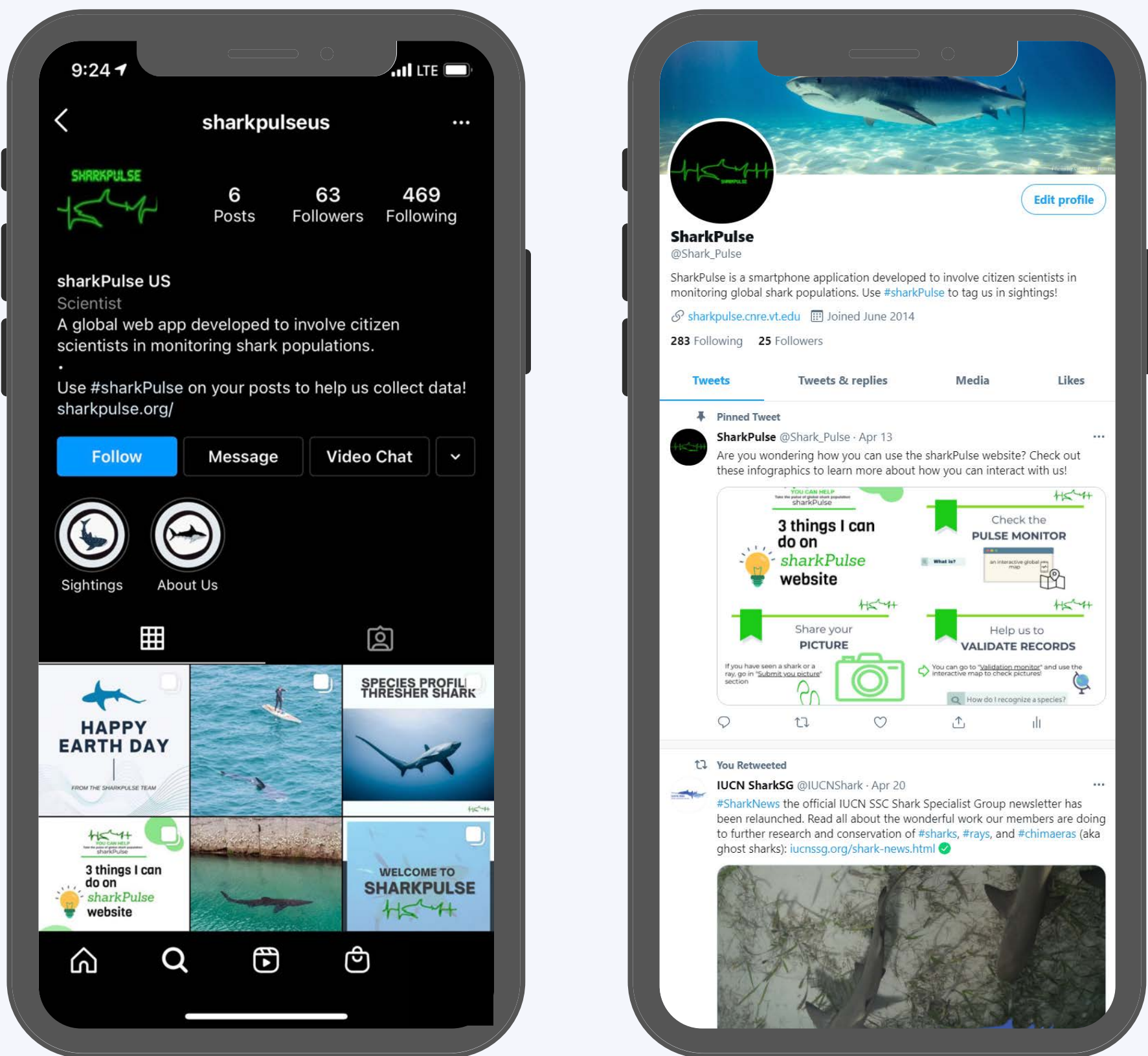
Lauren Morris
Dr. Francesco Ferretti

Identification Guide



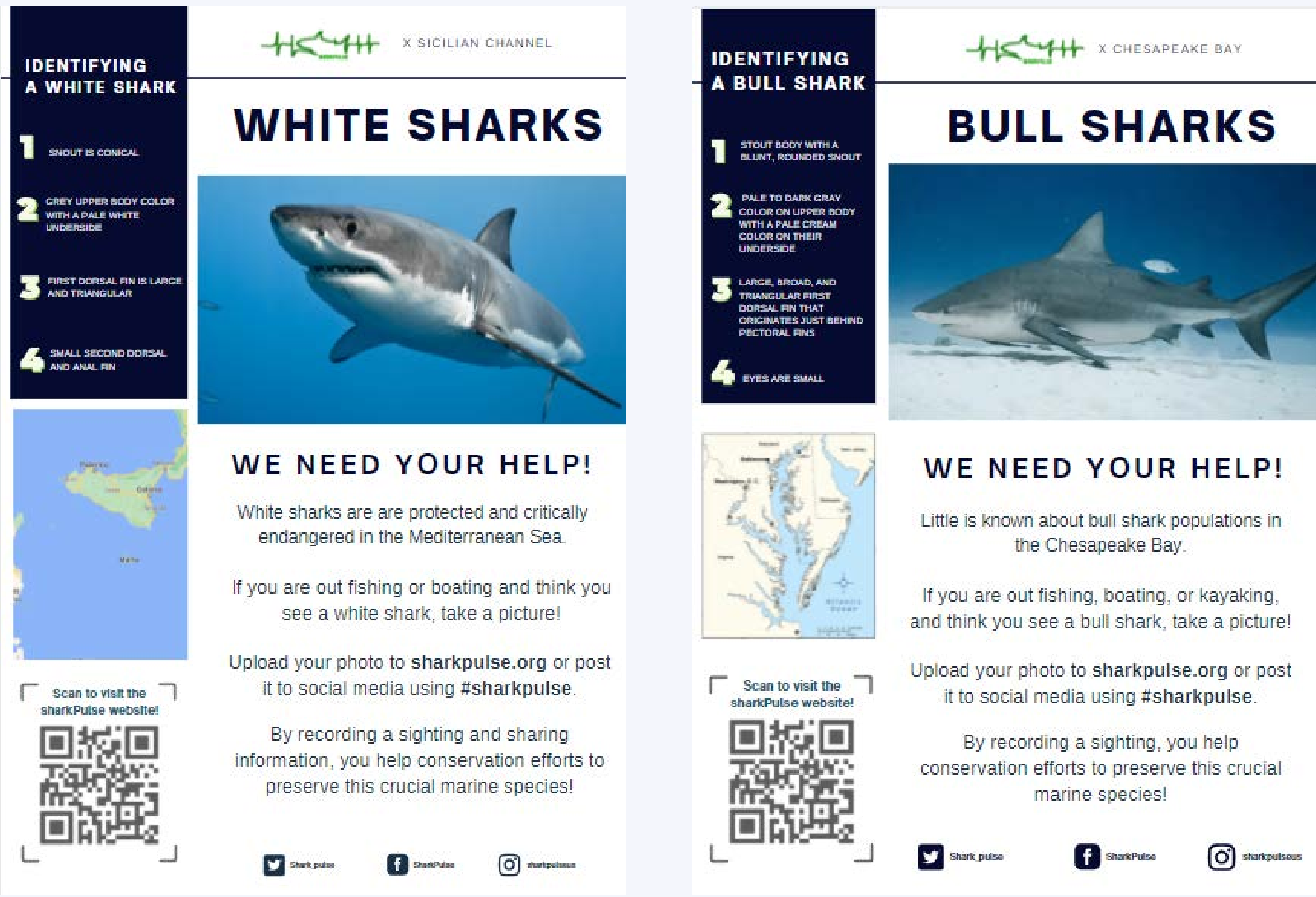
I have developed an **interactive taxonomic shark identification guide** in R shinyApp for sharkPulse users to identify sharks from images with **increasing efficiency and precision**. The guide is based on shark dichotomous identification keys that I am better **tailoring to online usage** to improve user experience. The taxonomic tree allows experienced users to move through the guide with increased ease and optimizes the guide for **various experience levels**.

Social Media



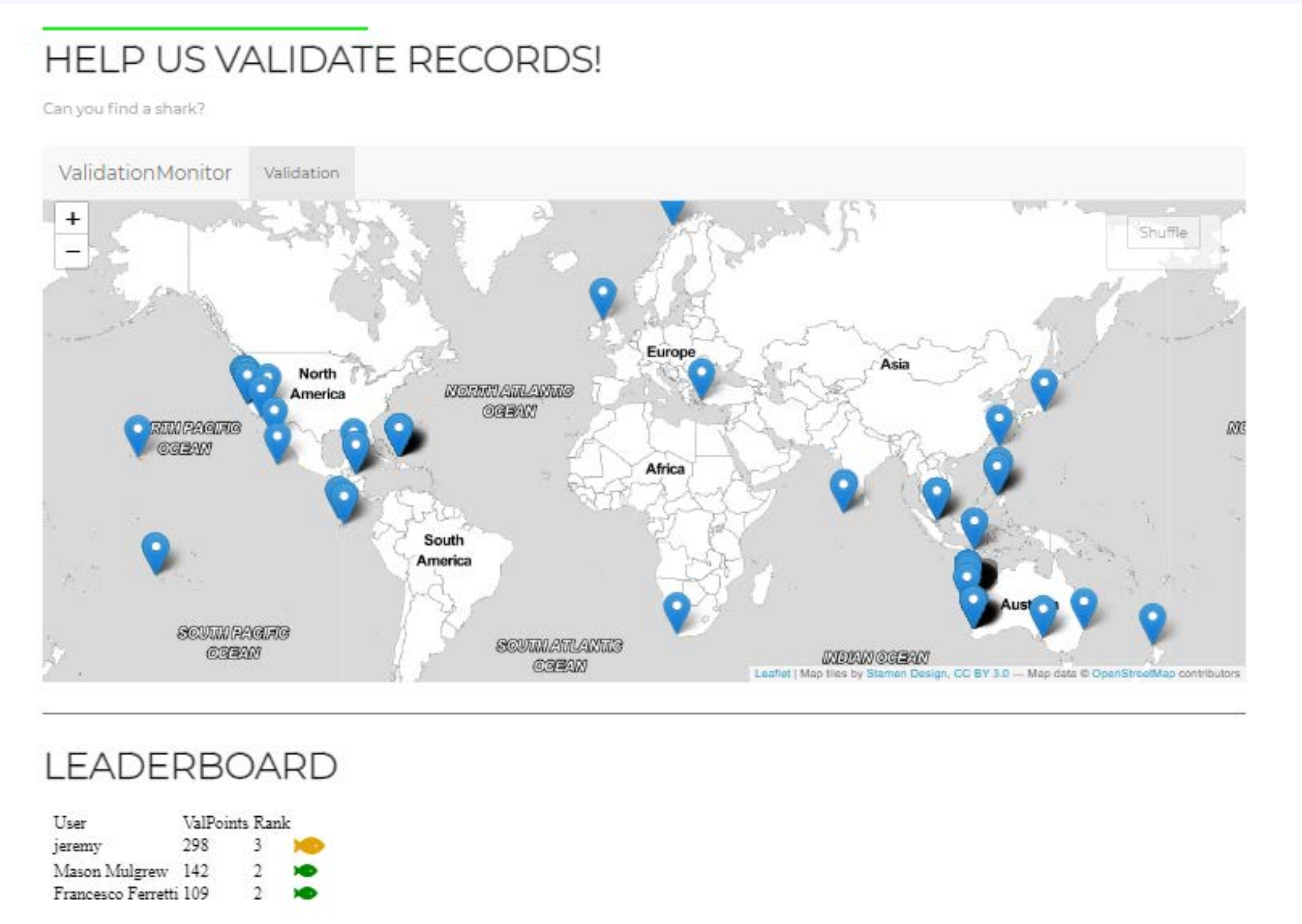
I am growing our **social media presence** by creating and sharing content such as shark sightings, educational graphics, and marine conservation news. I manage our Facebook, Twitter, and Instagram accounts to **gain a following** and further **expand public awareness** of sharkPulse's initiative.

Species Specific Outreach



I create species specific posters to **unify communities** towards a location-specific ecological issue. I adapt these posters to different species and locations, **streamlining conservation efforts** and **promoting sharkPulse**. These posters also help **gather community support for field expeditions** in their area, a crucial aspect of research.

Aquarium Collaboration



With the Virginia Tech Computer Science department, the sharkPulse team is developing a **shark validation competition** to grow our dataset of shark sightings and **increase** the number of **sharkPulse users**. To maximize competition participation, I have organized **aquaria specific collaborations** that feature sharkPulse in promotional events.